UGC + BRAND CONTENT PORTFOLIO

JEFF OUELLETTE

CREATOR | PRODUCER | BRAND STRATEGIST

Native-feeling content with the polish, pacing, and strategy to work across organic social, websites, email, and paid campaigns.

> Content should earn attention before it asks for action.



SELECTED BRANDS I'VE CREATED CONTENT FOR

- MOAT MOUNTAIN BREWING CO.
- BRETTON WOODS VACATIONS
- NORTH CONWAY GRAND HOTEL
- LIVING SHORES AQUARIUM
- SAFESLEEVE
- AQUACURVE
- TRIBOTEX
- LUX SCENT COLLECTION
- NEKTECK
- BILL STONE
- SMALLRIG
- SHADY RAYS
- COUNTDOWN BY LONDON
- OCEAN HOUSE - GLOUCESTER
- BAXTER
- LIVE SOIL USA
- TIMER BUDDY
- HYPERLITE
- MOM REMEDY
- BEDSTORY
- APOLLO SIGN CALENDAR
- SMARTWINGS AUTOMATED BLINDS

AND MANY MORE.

SHORT-FORM	PHOTO	DRONE	PAID-SOCIAL
VIDEO	CONTENT	CAPTURE	READY

TCB MARKETING SOLUTIONS

CONTENT THAT FEELS REAL - AND WORKS HARD.

UGC gives brands authentic creator-led assets without requiring distribution to a creator audience. I combine relatable delivery with professional production and marketing strategy, so the finished content feels natural in-feed and remains useful everywhere else.



01

NATIVE FIRST

Hooks, pacing, language, and framing built for the way people actually watch.

02

STRATEGY BUILT IN

Each asset starts with the audience, offer, objection, and desired action.

03

POLISHED, NOT OVERPRODUCED

Clean visuals and sound while preserving the credibility of creator content.

04

USE BEYOND ONE POST

Assets prepared for brand social, websites, email, landing pages, and ads.

THE DIFFERENCE

Influencer content buys access to an audience. UGC buys a reusable creative asset. Brands can choose either - or combine both for content plus distribution.

VIEW CREATOR WORK

WHAT I CREATE.

Flexible content packages built around the campaign objective, platform, and customer journey.

01
SHORT-FORM VIDEO

Reels, TikToks, hooks, voiceover, direct-to-camera, and platform-native edits.

02
PRODUCT DEMOS

Feature-led walkthroughs that show the product clearly and answer buying questions.

03
TESTIMONIAL UGC

Natural, trust-building delivery centered on experience, outcome, and recommendation.

04
LIFESTYLE PHOTO

High-resolution product-in-use, family, travel, food, and hospitality imagery.

05
DRONE CONTENT

Aerial photo and video for properties, destinations, outdoor brands, and campaigns.

06
CREATIVE VARIATIONS

Alternate hooks, CTAs, lengths, crops, captions, and testing-ready versions.

AVAILABLE FORMATS

9:16 VERTICAL | 4:5 FEED | 1:1 SQUARE | 16:9 WEB | RAW FOOTAGE

Every scope is customized. Deliverables, revision rounds, usage, timeline, and exclusivity are confirmed before production begins.

CREATIVE THAT MATCHES THE BUYER JOURNEY

ONE BRAND. MULTIPLE WAYS TO TELL THE STORY.



01 THE HOOK
Pattern interrupt, question, bold claim, or visual reveal built to stop the scroll.

02 PROBLEM / SOLUTION
Make the pain point recognizable, then show the product as the natural next step.

03 DEMO / HOW-TO
Clear feature demonstration with practical use, proof, and benefit-led narration.

04 TESTIMONIAL
A credible first-person story focused on what changed and why it matters.

05 EXPERIENCE STORY
Show the stay, meal, destination, product, or service through a real human moment.

06 DIRECT RESPONSE
Offer, objection handling, proof, and CTA shaped for paid-social testing.

CAMPAIGN THINKING

Need more than one asset? A single production can generate a hero video, shorter cutdowns, multiple opening hooks, alternate CTAs, still photography, and raw footage for future edits.

CONTENT FOR BRANDS PEOPLE WANT TO JOIN.

Experience-led creative across premium hospitality, lifestyle, products, and passion-driven categories.





HOSPITALITY + TRAVEL

Resorts, vacation rentals, experiences, dining, destinations, and aerial storytelling.

FOOD + BEVERAGE

Taste, atmosphere, product detail, service, and the moments that make a visit memorable.

LUXURY + WATCHES

Aspirational product detail, lifestyle positioning, ownership moments, and lead-focused CTAs.

AUTOMOTIVE + OUTDOORS

Vehicles, gear, tools, travel, demonstrations, and enthusiast storytelling.

HOME + FAMILY

Authentic household use, parent perspective, family experiences, and relatable routines.

WELLNESS + PRODUCTS

Testimonials, unboxing, education, demonstrations, and everyday product integration.

VIEW @FFJEFFO

VISIT TCB-MARKETING.COM

BUILT FOR YOUR CHANNELS - AND YOUR GOALS.

Content can be delivered for organic use or licensed for paid campaigns.
The scope stays clear before the camera rolls.

WHERE THE CONTENT CAN WORK

01
ORGANIC SOCIAL

Brand-owned Instagram, TikTok, Facebook, LinkedIn, and Pinterest.

02
PAID SOCIAL

Ad-ready creative licensed for an agreed campaign term and platform.

03
WEB + LANDING PAGES

Hero media, product pages, booking pages, testimonials, and conversion sections.

04
EMAIL + RETARGETING

Visual assets that support launches, offers, reactivation, and follow-up.

SIMPLE PRODUCTION PROCESS

01
BRIEF

Goal, audience, offer, required claims, and deliverables.

02
CONCEPT

Hooks, creative angle, script, and shot list.

03
PRODUCTION

Capture, edit, captions, sound, and brand alignment.

04
DELIVERY

Review, approved revisions, final files, and agreed usage.

SELECTED WORK

REAL MOMENTS.
BRAND-READY FRAMES.

A curated look at lifestyle, travel, automotive, product, and experience-led content created to feel natural and memorable.



AUTOMOTIVE + ACTION


TRAVEL + EXPERIENCE


FOOD + BEVERAGE



PRODUCT + LIFESTYLE


FAMILY + TRAVEL


AUTOMOTIVE + FAMILY

CREATOR REACH

CONTENT THAT COMES WITH AN AUDIENCE.

UGC can stand on its own as brand-owned creative - or be amplified through an established, engaged creator platform.

146K

INSTAGRAM FOLLOWERS

364.9K

VIEWS IN THE LAST 30 DAYS

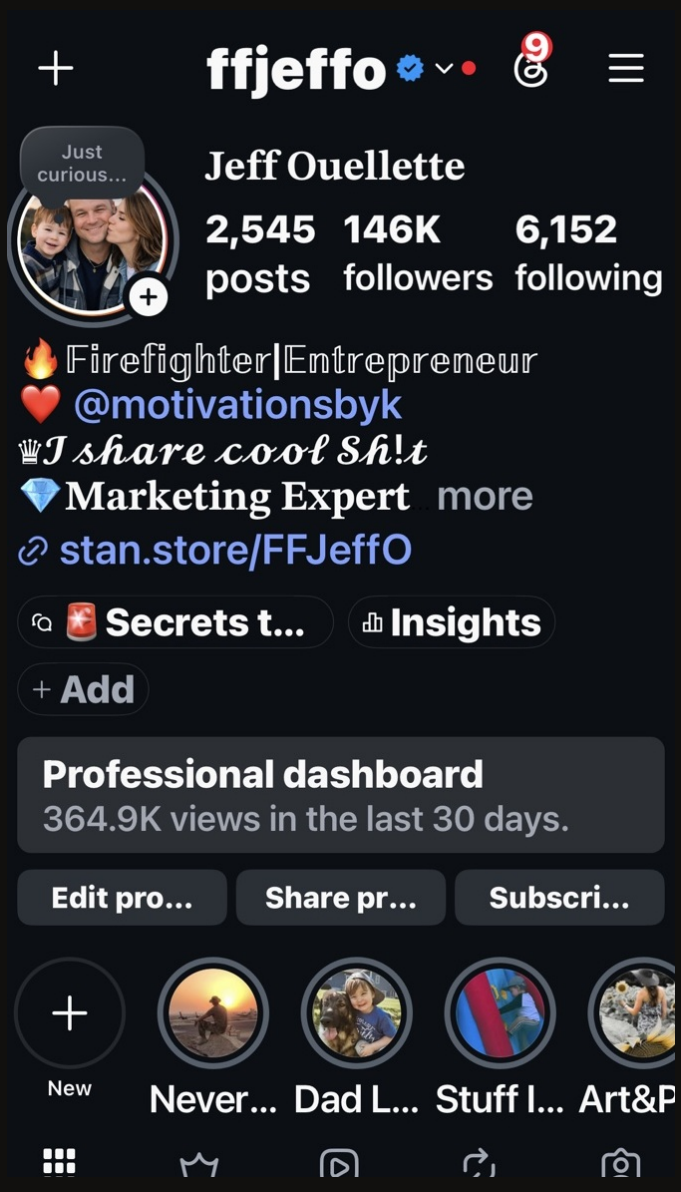
VERIFIED

CREATOR PROFILE | @FFJEFFO

OPTIONAL AMPLIFICATION

Creator distribution is available as an add-on when a campaign needs both premium assets and immediate reach.

INSTAGRAM | @FFJEFFO



PROFILE SNAPSHOT | METRICS SHOWN AT TIME OF CAPTURE

READY TO CREATE

LET'S BUILD CONTENT YOUR BRAND CAN USE.

From a single UGC concept to a full campaign library, every project is shaped around the brand, the audience, and the action you want viewers to take.



OPTIONAL ENHANCEMENTS

- Additional hooks and CTAs
- Raw footage delivery
- Alternate lengths and crops
- On-location photography
- Drone photo and video
- Script and concept development
- Paid usage licensing
- Creator distribution to 150K+ audience

SCAN TO CONNECT

JEFF OUELLETTE | TCB MARKETING

support@ffjeffo.com

603-494-3211

tcb-marketing.com | @ffjeffo