




The Brew Babe

MICHELLE PAGANO

UGC CREATOR FOR BEVERAGE BRANDS
BEER • CIDER • WINE • FUNCTIONAL DRINKS

 New York

 bbcontentcreation@yahoo.com



32.4K



1.2K

@THEBREWBABE

Michelle Pagano is a beverage content creator and award-winning cidemaker/brewer with a community of over **33,000 followers** across Instagram and TikTok. Her work blends beverage education and storytelling, specializing in craft beer, cider, and gluten-free fermentation.

With over a decade of experience in fermentation and certifications from the American Cider Association and Cornell AgriTech, she brings deep industry knowledge to modern, scroll-stopping content for beverage brands.

CONTENT TYPES

- ✓ Lifestyle beverage storytelling
- ✓ Pour shots + aesthetic product visuals
- ✓ Educational beverage content
- ✓ Recipe / serving inspiration videos
- ✓ Ad-ready hooks for paid social
- ✓ Unboxing videos & product reviews
- ✓ Giveaways

33K+

FOLLOWERS
TIKTOK + INSTAGRAM

1.3 million

MONTHLY VIEWS

9K

MONTHLY
INTERACTIONS

50K

AVERAGE
POST VIEWS

5K

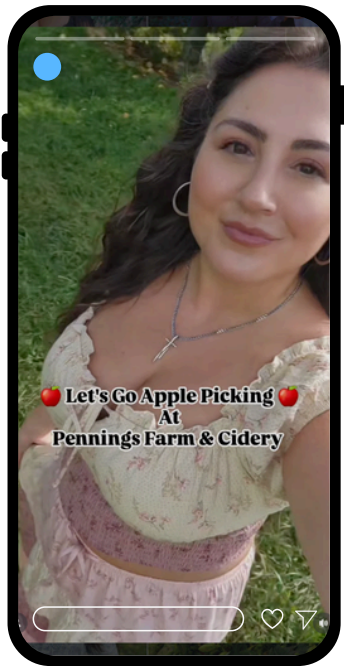
AVERAGE
VIDEO VIEWS

@thebrewbabe

UGC PORTFOLIO - VIDEOS

I create short-form, ad-ready content for beverage brands looking to increase awareness, engagement, and conversions on TikTok, Instagram, and paid social ads.

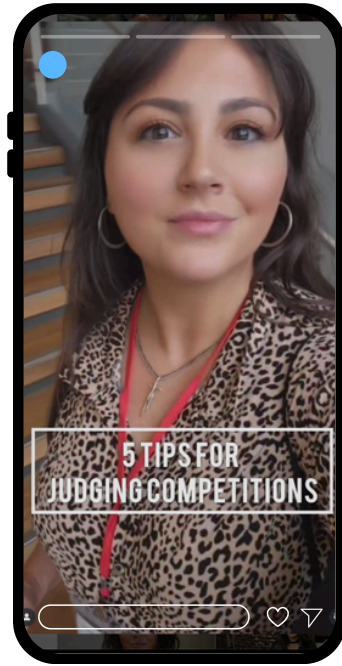
Click on images to see content.



Cidery Feature
10.6K Views



RTD Release
3.6K Views



Educational Tips
3.5K Views

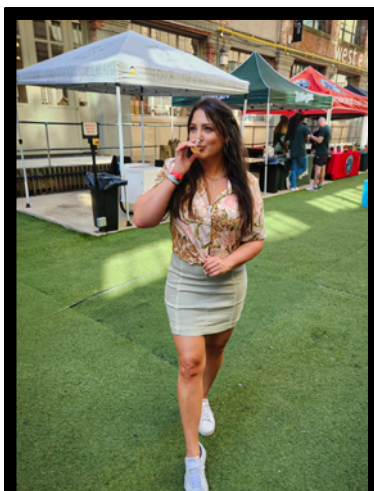


Event Highlight
3.3K Views

UGC PORTFOLIO - POSTS



Orchard Feature
503K Views



Festival Recap
49.1K Views

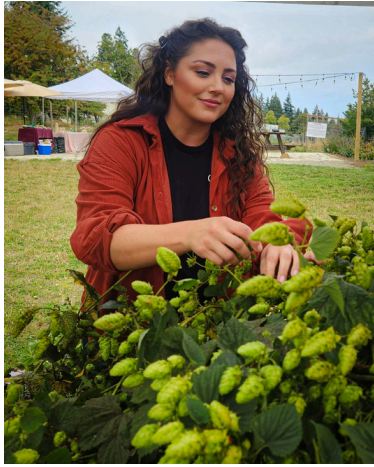


Brewery Feature
49K Views



Ticket Giveaway
20.5K Views

COLLABORATION PACKAGES



COLLABORATION A - \$1,700

- *Carousel Post*
- *Videos (Reel/TikTok)*
- *Story Series*

COLLABORATION B - \$1,800

- *Carousel Post*
- *Videos (Reel/TikTok)*
- *Live Streams*

À LA CARTE

CAROUSEL POST

\$500

A Carousel Post can tell a story with a series of photos (3-5). Show your audience how your brand can apply to their life.

STORY SERIES

\$400

An interactive story series that are compiled of 3-5 slides with a link to your social media channels, online shop, or website!

VIDEOS

\$800

Maximize your exposure with trending songs, voice-over, or audio bytes. Your choice!

LIVE STREAMS

\$500

People love anything "behind the scenes!" Let them meet the maker at your company or invite them to a virtual tasting.

PREVIOUS PROJECTS



Fägermeister



Anheuser-Busch

