

MEDIA KIT 2026

SUSIE MALDONADO

UGC that makes women 40+ stop scrolling.
Certified Trainer + Menopause Coach

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100K	9.7M	7.0M	+55K
INSTAGRAM FOLLOWERS	VIEWS, LAST 30 DAYS	REACH, LAST 28 DAYS	NEW FOLLOWERS, 30 DAYS

ABOUT ME

I'm Susie. I coach before sunrise, lift heavy, and create content with something to say.

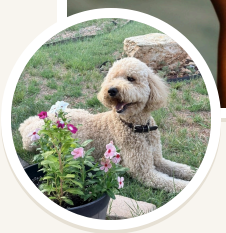
I'm 42, a certified trainer and menopause coach, with 13 years of experience listening to what women actually need. Including the stuff they're hesitant to ask out loud.

That's what I bring to your brand: a woman who knows her audience because she's living it, too. Beauty, wellness, or everyday life, I make content that shows the product, answers the questions, and gives women a reason to care.

And Bodhi, my Goldendoodle? He thinks every shoot is his.

Strength over 40 · Perimenopause + menopause · Real midlife · Everyday wellness





MY AUDIENCE

Women in their 40s and 50s who save, share, and act.

93% women

25 to 34	8%
35 to 44	32%
45 to 54	31%
55 to 64	17%
65 plus	10%

90% are 35 or older

United States	67%
United Kingdom	7%
Canada	5%
Australia	4%
South Africa	2%

919

women joined my free Walk + Lift Plan in its first 5 days

691

average saves per post across my last 10 posts

3.6%

engagement rate over the last 30 days

WINONA

RAISE YOUR HAND

Sponsored Reel · Perimenopause

105K

views on one Reel

WHAT IT'S LIKE TO WORK WITH ME

01
CONNECT

We talk through your brand, campaign goals, target audience, and the type of content you're looking to create.

02
CREATE

I handle the concept, scripting, filming and editing, keeping your brand, message, and audience in mind so the content feels natural.

03
DELIVER

You receive polished content for review, with revisions based on our agreement and delivered on the timeline we set.

DON'T JUST TAKE MY WORD

Bre
Bee Balm
★★★★★
"Your content for BeeBalm was excellent. I really appreciated how clear, engaging, and professional your videos were."

Alicia Botyrius
Life Line Screening
★★★★★
"She took the time to read and understand our message brief, and it showed in every frame of her video. Most importantly, she presented Life Line Screening in a way that felt authentic and genuinely trustworthy to her audience."

Olivia Mott
Cakes Body
★★★★★
"Her content was exactly what we were looking for: real, authentic, and true to our brand. We'd love to partner with her again."

TRUSTED BY

BRAUN	SPROUTS	REP FITNESS	SHEFIT
WINONA	BONAFIDE	HONE HEALTH	RODAN + FIELDS
LIFE LINE SCREENING	INCOGNI	PURITY PRODUCTS	NEW PRIMAL

HIRE ME FOR

Every package is built around your campaign goal.

EDITED UGC VIDEOS

Concept, script, filming, and editing. Built around a real problem your customer already has.

HOOKS TO TEST

Several openings on one video so your ads team can find the one that stops the scroll.

RAW FOOTAGE

Planned, filmed clips your editors can cut into their own ads.

CREATOR POSTS

Content on my Instagram, where my audience is women 40+.

PAID USAGE + WHITELISTING

Licensing for ads and partnership ads, quoted by platform and length of the run.

MONTHLY CONTENT

A steady library every month for brands that need fresh creative on repeat.

SPEAKER Panel speaker at Redefining What's Possible, talking beauty, aging, wellness, and changing careers as a woman in my 40s.



Let's Work Together

Have a campaign in mind?

Let's make something worth watching.

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