A little Gen X.
A lot of personality.



GENXCHELLE | UGC • SPONSORED CONTENT • ON-CAMERA TALENT

I’m Chelle, a former award-winning teacher who traded the classroom for the camera. I make product videos, photos, and brand stories for Gen X and adults over 50. Clear explanations, everyday humor, and plenty of personality come with the package.

AUDIENCE SNAPSHOT

54.3K
Instagram followers

145.2K
Facebook followers

77.4%
ages 45–64 on Instagram

86.6%
U.S. Instagram audience

My content brings together nostalgia, midlife humor, beauty, fashion, home, travel, and practical products. I speak to women and men who grew up before everything needed an app.

Find my work

Instagram · Facebook · TikTok · YouTube
@genxchelle | Portfolio: genxchelle.com/work

Sources: Instagram account and follower demographics, November 8, 2026; Facebook via Metricool, November 7, 2026. Followers rounded. Demographic percentages use Instagram’s reported breakdown (54,140 accounts), not a survey of every follower. Figures change over time.

Your product.
My perspective.

WAYS TO WORK TOGETHER

UGC for your channels	Product demos, unboxings, voiceovers, and videos that explain the product in plain language.
Sponsored social content	Brand stories shared with my audience, with the format and platforms agreed for each campaign.
Product & lifestyle photography	Photos that show products being worn, used, and part of everyday life.
On-camera talent	Hosting, presenting, product demonstrations, and lifestyle shoots.

SELECTED BRAND COLLABORATIONS

AARP · L’Oréal · Downy · CVS · Match.com · Parade
Centrum · Consumer Cellular · M&M’s · SURI

Recent portfolio examples include an AARP partnership with Scott, a Centrum vacation-packing story, a Consumer Cellular feature, and a Parade try-on.

Let’s talk about your project.

Share the product, deliverables, timing, and intended usage through the contact form at genxchelle.com/#contact.

Rates are provided separately. Custom campaigns and ongoing partnerships are welcome. Past collaborations do not imply current sponsorship. No campaign outcome is guaranteed.