

Rebecca McDowell

UGC & LIFESTYLE CREATOR | NORTHERN IRELAND

MEDIA KIT

OCT 2026



Real life. Real personality.

I'm Rebecca, a mum of two and a Northern Ireland creator sharing beauty, fashion, family life and the lovely little finds in everyday life.

My content is warm, chatty and relatable, with a wee bit of humour. TikTok is my main platform, and I am building my presence on Instagram.

BEAUTY / FASHION / JEWELLERY / HOME

TikTok

6 September to 3 October 2026 · 28 days

5,663

Followers

103K

Post views

3.4K likes · 182 comments · 70 shares

3.1K profile views · 110 net new followers

Instagram

30 day insights shared 5 October 2026

46,884

Content views

18,147

Viewers

667 interactions · 44 net new followers

86.5% of views from non followers

Who I connect with

TIKTOK FOLLOWER DEMOGRAPHICS

78%

Women

63.1%

Aged 25 to 44

Age breakdown

25 to 34: 31.1%

35 to 44: 32.0%

45 to 54: 18.0%

Let's work together

UGC videos · Product demos · Unboxings

Outfit try ons · Lifestyle photos · Social posts

GIFTED PRODUCT SAMPLES

Solskin tan

Fabulosa cleaning

Samples received through TikTok.

No paid collaborations to date.

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[View my portfolio](#)

TikTok: @rebecca_life_unplanned

Instagram: @rebecca_life_unplanned

Figures supplied by creator. Views are not unique reach. TikTok K figures are rounded.