

Skincare & Real Routine Creator

Marina Alves

Affordable skincare and the real routine of a working woman.  
Honest content focused on everyday practicality.

See packages

Download media kit PDF



Digital presence

My numbers, always growing

INSTAGRAM

82K

4.8% active engagement rate

TIKTOK

41K

60K average views per video

MONTHLY REACH

1.2M

Unique accounts reached every month

STORIES

9K

Average views in 24h



Meet Marina

Clean aesthetics, practical routines and lots of real talk

Hi, I'm Marina! I talk about skincare and real routines for people who don't have 2 hours a day for self-care. I test everything before I recommend it, and my audience knows it: when I recommend something, they buy it. Here you'll find honest content, clean aesthetics and a community that truly talks back.

37  
Age

Curitiba, Brazil  
Location

Who follows me

A qualified, engaged community

Gender & Age

Women81%

Men19%

18-2428%

25-3447%

35-4418%

Top cities

São Paulo

Curitiba

Belo Horizonte

Rio de Janeiro

Topics

Beauty

Self-care

Basic fashion

Productivity

On the feed

Top content and engagement



140k views  
3-Step Skincare Tutorial



12k saves  
Daily Sunscreen Guide



85k views  
Realistic Get Ready With Me



9.5k likes  
Honest Acid Serum Review

Success stories

Brands I've worked with

Bloom Cosméticos

★★★★★

"Excellent conversion. We got 1,200 clicks and the discount code was used 340 times in just 7 days of campaign."

Nuvem Skin

★★★★★

"The Reel Marina produced reached 210K real views, more than 3x our brand's organic average."

Casa Linho

★★★★★

"A 3-month long-term campaign. The UGC content performed so well that we licensed it for our official ads."

My services

How we can work together

REELS

R\$ 1,800

I want this package

1x Instagram Reel

STORIES

R\$ 900

I want this package

3 Stories with Link

TIKTOK

R\$ 1,500

I want this package

1x TikTok Video

UGC

R\$ 700

I want this package

UGC Video Production

STARTER PACKAGE

Silver Package

• 1x Reel focused on the product experience

• 3x sequential Stories with a purchase link

• Metrics report within 7 days

R\$ 2,400

I want this package

MOST POPULAR

FULL CAMPAIGN

Gold Package

• 2x Reels integrated into the skincare routine

• 6x Stories spread over 2 strategic days

• 1x dedicated TikTok video

• Basic commercial usage rights for paid ads for 30 days

R\$ 5,200

Book the Gold Package

Shall we build something great together?

Get in touch to check available dates, send campaign proposals or request custom packages.

Data and metrics officially updated in September 2026.

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