

CURVIBEAR

PAULIINA PIHLAJA

**Authentic content that stops
the scroll, builds trust and
inspires action.**

INFLUENCER & CONTENT CREATOR

I am a Finnish influencer and digital marketing professional based in Valkeakoski. Curvibear combines warm humour, honest family life, wellbeing, style, local stories and thoughtful reflections without a polished facade.

19,282 **3,575** **9 M**

TikTok
followers

Instagram
followers

TikTok views /
12 mo

AUDIENCE AT A GLANCE

85% of my TikTok audience are women
64% of my TikTok audience are aged 25-44
99.1% of my TikTok viewers are in Finland
356,254 Instagram views / 30 days

CONTENT THEMES

Family life • wellbeing • style • beauty • travel •
Valkeakoski • reflections on being human





COLLABORATIONS & UGC

Every piece of content is tailored to the brand's goal, channel and intended use.

Curvi Creative is the portfolio for my UGC and marketing work.
Curvibear is the home of my influencer collaborations.

INFLUENCER COLLABORATIONS

Instagram Stories, 3-5 frames **from €180**
Product showcase, link or call to action and clear brand integration.

Instagram Reel **from €350**
Concept, filming, editing, on-screen text and publishing.

TikTok video **from €450**
A native video created and published for the platform.

Campaign package **from €650**
TikTok + the same video on Instagram Reels + 3-5 Stories.

UGC CONTENT

1 UGC video **from €300**
Script, filming and one fully edited video for the brand's channels.

3 UGC videos **from €750**
A cohesive content set with different angles or opening hooks.

5 UGC photos **from €200**
For the brand's own organic social media use.

Raw footage **from €150**
Unedited selected footage delivered for further brand use.

USAGE RIGHTS

Organic reposting for 30 days included in the campaign package

Paid advertising usage from 50% of the content fee / 3 months

WHAT'S INCLUDED

- A goal-led concept and a strong opening hook
- Filming, editing, captions and one reasonable revision round
- Proper disclosure of advertising and an agreed publishing date
- A basic performance report upon request

All prices are starting rates. The final quote depends on scope, schedule, usage rights and any category exclusivity.



RESULTS & REFERENCES

CASE: PROZIS

OVER €5,000

in tracked sales in one month

In the best month, 110 orders and 94 new customers. The results came from trusted TikTok content that felt authentic to my audience.

STRONG RECENT PERFORMANCE

847,400

TikTok post views / 28 days

25,500

TikTok likes / 28 days

17,100

TikTok profile views / 28 days

356,254

Instagram views / 30 days

SELECTED BRAND PARTNERS

Prozis • Ole.Fit Valkeakoski • Kerhis Rent • Ranua Resort •
Nallikari • Villa Royal • Herra Hakkaraisen talo

WHY CURVIBEAR?

- An engaged Finnish audience that is predominantly female
- A proven ability to turn attention into clicks and sales
- Professional marketing expertise with relatable creative
- A local Valkeakoski perspective with nationwide reach

LET'S CREATE CONTENT PEOPLE REMEMBER.

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[@curvibear](https://www.instagram.com/curvibear)