MEDIA KIT · 2026

# NaNa *Frimpongmaa*

UGC CREATOR · APPS, TECH & LIFESTYLE



I'm the person who wants to know what happens after you tap the button. I build apps and everyday tools, and I bring that same curiosity to the products I create content for.

| BASED IN | LANGUAGES | FORMATS | REPLIES |
|---|---|---|---|
| DMV area · Maryland | English · Twi (Akan) | 15 to 60 seconds · 9:16 / 4:5 | Within 24 hours |

**16**
video samples you can watch today

**13**
free apps I built and keep running

**3**
ways I film: to camera, voiceover, screen demo

**24h**
is my usual reply time

RESULTS

## My *results.*

**216.5K**
views in the last 28 days

**109K**
views on a single photo post

**61K**
views and 2,107 engagements on one planner post

**100%**
of those views came from non-followers

Six posts passed 10K views in one week. See each post with its numbers

SERVICES

## Here's what I can *make.*

**Product videos**
A product introduction, a feature walkthrough, or an answer to a buying question, delivered through talking-to-camera or voiceover.

**Product & lifestyle photos**
Lifestyle scenes and product details that show where your product fits. Planned around your website, social content, or agreed ad placement.

**Faceless demos**
Hands-in-frame or screen-based walkthroughs for products that are easiest to understand when you see the steps.

**Ongoing content**
A recurring set of videos or photos built around new features, customer questions, and the ideas your team wants to test.

I make content for software and apps, productivity and family tools, games, creator tools and consumer tech.

WHY ME

## Why tech companies *work with me.*

**I understand software products**
I build working apps myself: an AI front desk, a capture app, and an automation that updates four tools from one entry. With an analytics background, I turn a complex feature into a simple, clear demo.

**Made for short-form platforms**
Every video opens with a hook in the first seconds and is cut vertical for TikTok, Reels and Shorts, as a screen demo, talking to camera or voiceover.

**Proof you can watch today**
16 samples across software, productivity, home, games and creator tools, and 13 free apps I built and still run. Watch the samples before you write a brief.

**Professional collaboration**
A clear brief, written scope, one point of contact and replies within 24 hours, from the first idea to the final files.

WORKING WITH ME

## From brief to *final files.*

01
**Strategy**
We talk through the idea, goals and logistics by email.

02
**Creating**
I script and film the first video and send it for your approval.

03
**Edits**
I work in your feedback before the final cut.

04
**Delivery**
Final, edited files in 9:16 or 4:5, ready to use.

HOW BRANDS USUALLY START

**Test video**
One video against your real brief, so you can judge the fit before you commit.

**Batch with hook variants**
A few videos, each with extra openings you can test against each other.

**Monthly content**
A recurring set built around new features and the questions your customers ask.

RATES AND USAGE

## Every quote is agreed *in writing.*

I quote each project from your brief, before any filming. Usage is priced by where the content runs and for how long.

| | | |
|---|---|---|
| **Test video** | One video against your brief. The easiest way to start. | **On request** |
| **Single video** | One edited video, 15 to 60 seconds, 9:16 or 4:5. | **On request** |
| **Three-video bundle** | Three videos, each with an extra hook to test. | **On request** |
| **Monthly content** | A set number of videos every month. | **On request** |
| **Paid usage** | Run the content as ads for 30, 60 or 90 days. | **Quoted per brief** |
| **Whitelisting or Spark Ads** | Ads run from my handle. Priced per month. | **Quoted per brief** |
| **Raw footage** | Every usable clip from the shoot. | **Quoted per brief** |

PHOTOS

## Picture it in their *day.*




The three product pictures are spec samples I made on my own, not paid brand work.

FOR PR MANAGERS

## My *audience.*

**TikTok**
**About 1,000 followers**
@obaalightup

**Facebook**
**216K views in 28 days**
My personal profile

**Pinterest**
**35.6K monthly views**
@somethinglighter

**Instagram**
**Under 1,000 and growing**
@obaalightup

On my own channels I post about home organization and simple routines. **PR packages are welcome.** Email nanafrimpgskc@gmail.com or hello@somethinglighter.com.

FOR PRESS AND PARTNERS

## About me, *ready to copy.*

### Short bio

I'm NaNa Frimpongmaa, a UGC creator and app builder based in Maryland. I make short videos and photos for apps and tech brands. I build my own apps too, so I explain a product the way a user wants it explained.

### Quick facts

| | |
|---|---|
| Name | **NaNa Frimpongmaa, with a capital N twice** |
| Role | **UGC creator for apps, tech and lifestyle brands** |
| Based in | **DMV area, Maryland** |
| Languages | **English and Twi (Akan)** |
| TikTok | **@obaalightup** |
| Instagram | **@obaalightup** |
| Portfolio | **somethinglighter.com/ugc** |
| Email | **hello@somethinglighter.com**<br>nanafrimpgskc@gmail.com |

CONTACT

## Send the product. *Share the goal.*

Tell me the product, the goal and the deadline by email. I typically respond within 24 hours.

**nanafrimpgskc@gmail.com** **hello@somethinglighter.com** **See the full portfolio**

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Product demos · Video · Photography