UGC CREATOR · RICHMOND, VA

DW

MADE IN RVA

hello,

Denali Willis

I'm on a mission to visit 30 countries by 30, and I will. Along the way, I make product videos that feel like a real day in my life.

Denali Willis is a Richmond, VA content creator and the founder of Willis Growth Studio.



BEAUTY · K-BEAUTY · COFFEE · BREAKFAST · TRAVEL · ADVENTURE
GOLF · FITNESS · HOME · CLEANING · TECH · RICHMOND

ABOUT ME

A little of my story

I work from home in Richmond, and I meet people at events and gatherings around town. My husband is an engineer, and we have a cat named Zibby. I'm 29, and I turn 30 on February 15.

I'm on a mission to visit 30 countries by 30, and I will complete it. After college, I spent a month in Thailand and Cambodia. I'll try almost anything once, and I'm always ready to pivot.

I was a multi-location restaurant owner, and I know firsthand how hard it is for brands to get good content, and what they actually need from it.

After that, I started my own business doing social media management. That work grew into my marketing and business coaching business, Willis Growth Studio. I still manage content for clients, and now I make that content too.

NOTES IN THE MARGIN

A few things about me

Breakfast is, and always will be, my favorite meal.

Golf is my *happy place.*

I've flown in a hot air balloon and ridden camels.

Home is my husband and our cat, Zibby.

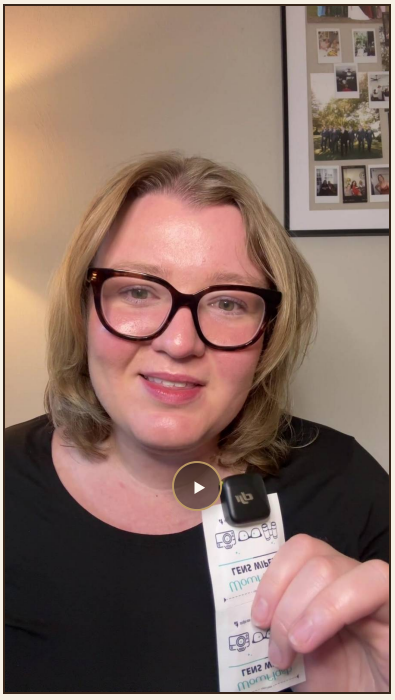
There's always coffee.

Weight training, and training for a 5K and 10K,
one rep at a time.

SAMPLES

Selected work

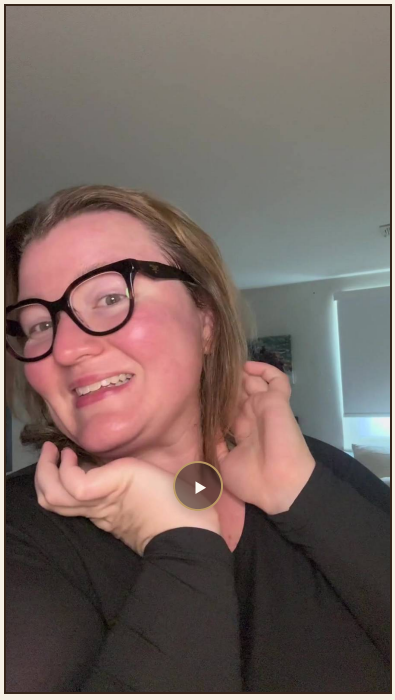
A few recent videos from my real life. No stock, and no AI.



Intro

Talking head · 1:08

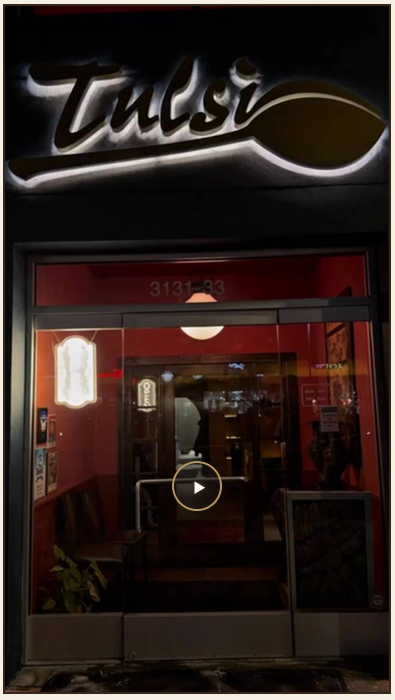
Watch the video



Skincare

Voiceover · 1:33

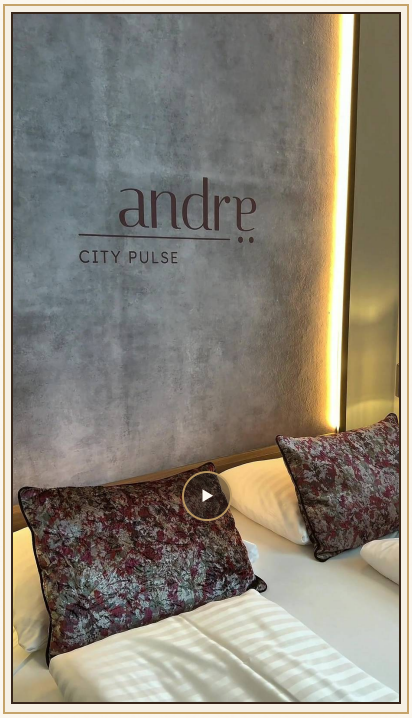
Watch the video



Tulsi

Restaurant · 0:37

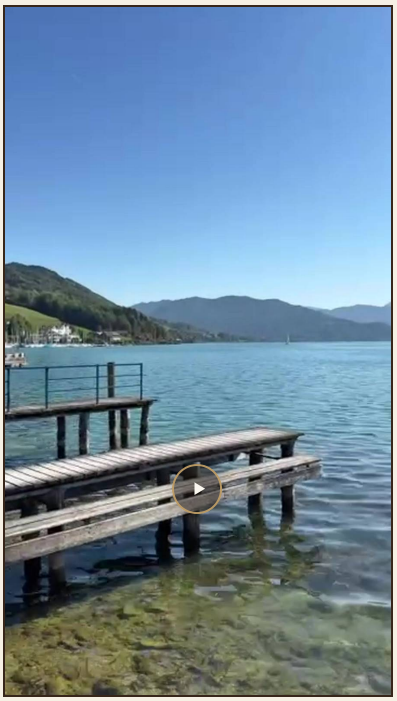
Watch the video



Hotel Andrä

Hotel · 0:21

Watch the video



Sound of Music tour

Experience · 1:19

Watch the video

ALREADY IN MY DAY

Brands already in my routine

These are brands I already love and use. This is not a partnership list, just my real routine.

XTRATUF	Owala	Brooks	L.L.Bean
Eddie Bauer	bareMinerals	COSRX	Innisfree
CeraVe	Old Navy	Target	United Airlines
Away	Marriott	Apple	Milka

NICHES

Niches I shine in

BEAUTY
Beauty and K-beauty

KITCHEN
Coffee and breakfast

HOME
Home and cleaning

TRAVEL
Travel and adventure

TECH
Tech, used in real life

LOCAL
Richmond and local favorites

ACTIVE
Golf, fitness, and wellness. Weight training, training for a 5K and 10K, and real progress.

PHOTOGRAPHS

A little of my real life





















WORKING TOGETHER

Why brands love working with me

01 You can trust me with your product and your name.

02 I pride myself on clear, fast communication.

03 I'm easy to work with, and I want it to feel that way.

04 I have a marketer's eye for what actually converts.

STARTER OFFER

A 3-video starter package

Scripts, filming, one revision, and organic usage, with terms agreed in writing before work begins.

RATES ON REQUEST

THE PROCESS

How working together goes

01 BRIEF

02 SCRIPT

03 FILM

04 DELIVER

05 REVISION

CONTACT

Get in touch

If you have a product in mind, start here. Nothing is booked or sent until I say yes.

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Richmond, VA