

BILINGUAL UGC CREATOR

Carla de Weber

Tech & lifestyle UGC · English / Spanish · Berlin

@ICEDCARLA · DATA FROM LAST 30 DAYS · LAST UPDATED SEP 25



Tech-focused UGC creator with a background in IT support. I turn complex hardware, AI tools and digital platforms into accessible, high-converting videos — paid ad creatives, organic series and live activations. Content created for around 20 brands, including Xiaomi and Astraux.

Summary

FOLLOWERS

10.1k

ENGAGEMENT

7.4%

TOTAL VIDEOS

21

TOTAL IMPRESSIONS

2.5k

TOTAL ENGAGEMENTS

162

AVG VIEWS

617

AVG LIKES

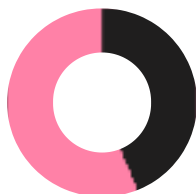
34

AVG COMMENTS

5

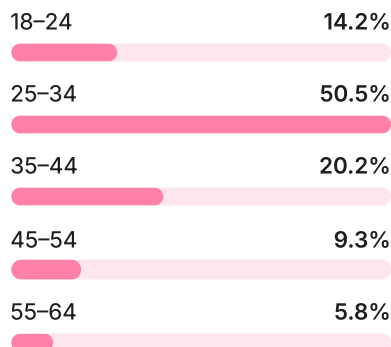
Audience demographics

GENDER

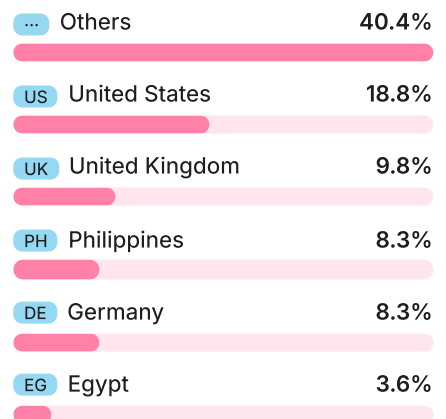


● Male 43.9%
● Female 56.1%

AGE



TOP COUNTRIES



Brands

Xiaomi

Astraux EV

local Berlin brands

Asian brands

~20 brands

What I create

- Paid ad creatives & TikTok Shop
- Organic series & educational funnels
- Live & on-site coverage

Let's work together!

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