



CLAUDIA MERBS

Holistic Health Practitioner • Communication Designer • UGC Creator

English • German • Spanish • Polish



I create **authentic, educational** and **engaging** short-form content for wellness, supplement and lifestyle brands.

AUDIENCE SNAPSHOT

GENDER



● Women 62.9%
● Men 37.1%

TOP COUNTRIES

	Germany	46.3%
	USA	13.9%
	Australia	7.8%
	Austria	7.8%
	UK	5.5%

TOP AGE GROUPS



37.5%
25-34



21.3%
35-44



12.8%
45-54

“

I create authentic wellness content that educates, connects and inspires.

Claudia ♥

TOP PERFORMING VIDEO



6,117
Views

+1,322
New Viewers
(28 Days)

WHY BRANDS WORK WITH ME



Communication
Design
Background



Holistic Health
& Wellness
Expertise



Face-to-Camera
Confidence



Educational
Storytelling



Multi-Language
Content



Wellness-Focused
Audience

AVAILABLE FOR

UGC Videos • Product Demos • Educational Reels
Paid Ads • Organic Social Content • Raw Footage

Claudia@merbs.eu

www.holisticanalyse.com

+595 986 135 244

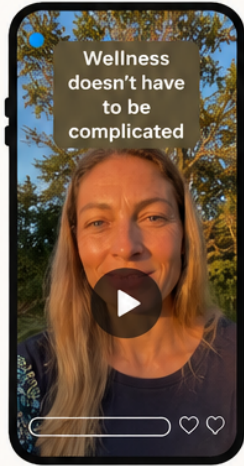
@holisticanalyse



CONTENT EXAMPLES



Short-form educational content that connects & converts.



Wellness doesn't have to be complicated



The real cost of poor sleep



Bioresonancia: escuchando los mensajes energéticos

WHY BRANDS WORK WITH ME



COMMUNICATION DESIGN BACKGROUND
I understand how to communicate, design and build strong visual messages.



HOLISTIC HEALTH EXPERTISE
Knowledge in nutrition, hormones and nervous system health.



FACE-TO-CAMERA CONFIDENCE
Natural, relatable and engaging on screen.



EDUCATIONAL STORYTELLING
Turning complex topics into simple, valuable content.



MULTI-LANGUAGE CREATOR
Content in English, German, Spanish and Polish.

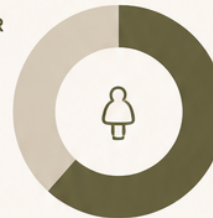


AUTHENTIC & TRUSTED
Honest content that builds trust and long-term connection.



AUDIENCE INSIGHTS

GENDER



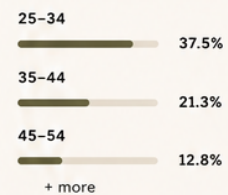
62.9%
WOMEN

37.1%
MEN

TOP COUNTRIES



TOP AGE GROUPS



ENGAGED AUDIENCE INTERESTED IN WELLNESS, HORMONES, HEALTH & LIFESTYLE

Let's create content that connects.

Authentic wellness storytelling for brands that care.

LET'S CONNECT

- @holisticanalyse
- @holisticanalyseTV
- @holisticanalyse
- Claudia@merbs.eu
- +595 986135244

BRANDS I LOVE WORKING WITH





SERVICES & COLLABORATIONS

I create authentic wellness content



I help wellness brands educate, inspire and connect through relatable stories and real-life experiences.

My mission is to turn complex health topics into engaging content that builds trust and creates meaningful impact.



WHAT I CREATE



UGC VIDEOS

Authentic short-form videos for TikTok, Instagram Reels and organic content.



EDUCATIONAL REELS

In-depth educational content focused on wellness, hormones and lifestyle.



PRODUCT DEMONSTRATIONS

Natural product integrations and authentic demonstrations.



FACE-TO-CAMERA CONTENT

Relatable storytelling that builds trust and audience connection.



VOICEOVERS

Clear, warm voiceovers in multiple languages.



RAW FOOTAGE

High-quality raw clips for your own edits.



HOOK VARIATIONS (2-3)

Multiple hook options to test what converts best.

CONTENT CREATION PROCESS



1



RESEARCH

I learn about your brand, product and audience.

2



HOOK DEVELOPMENT

I create attention-grabbing hooks that speak to your target audience.

3



FILMING

High-quality, natural and engaging footage shot with intention.

4



EDITING

Clean, platform-optimized editing with captions & effects.

5



CAPTION WRITING

SEO-friendly, engaging copy that drives connection.

6



DELIVERY

On-time delivery in the formats you need.

OPEN TO BRAND COLLABORATIONS



WELLNESS BRANDS



SUPPLEMENT COMPANIES



BEAUTY & HORMONE BRANDS



NERVOUS SYSTEM SUPPORT PRODUCTS



WOMEN'S WELLNESS COMPANIES



NATURAL & ORGANIC BRANDS



HEALTH & LIFESTYLE BRANDS



FUNCTIONAL FOODS

CREATING SHORT-FORM CONTENT DESIGNED FOR:

- Organic Reach
- Audience Retention
- Emotional Engagement
- Brand Trust
- Paid Social Ad Creatives
- Long-Term Impact

LANGUAGES

English • German • Spanish • Polish

PORTFOLIO

www.wilanilic.com/claudia

[VIEW PORTFOLIO](#)

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BRANDS I LOVE WORKING WITH

