

PROFESSIONAL CREATOR MEDIA KIT

Mahnoor Sarah

Beauty • Skincare • Lifestyle • Fashion •
UGC

Malaysia-based creator producing feminine,
polished and relatable short-form content
for modern beauty and lifestyle brands.

@mahnoorsarah22

2026 MEDIA KIT



ABOUT THE CREATOR

Beauty meets everyday lifestyle.

Mahnoor Sarah creates beauty, skincare, fashion and lifestyle content with a feminine, modern visual style. Her content blends product-focused storytelling with GRWM moments, personal routines, aesthetic vlogs and UGC-style brand features.



CONTENT PILLARS



Based in Malaysia

Available for brand collaborations and UGC projects

SOCIAL FOOTPRINT

Multi-platform reach with strong discovery.

Current audience figures and recent platform performance supplied directly from creator analytics.

TIKTOK

56.1K

Followers

@mahnoorsarah22

INSTAGRAM

6K

Followers

@mahnoorsarah22

YOUTUBE

755

Subscribers

@SarahWorld24

RECENT DISCOVERY HIGHLIGHTS

95.4K

Instagram views / 30 days

18.7K

TikTok views / 28 days

21.2K

YouTube views / 28 days

92.8% of Instagram views came from non-followers

AUDIENCE & PERFORMANCE

Discovery-led growth brands can use.

Recent analytics show strong reach beyond existing followers, especially on Instagram and YouTube.

INSTAGRAM

92.8%

views from non-followers

YOUTUBE

99.1%

new viewers

YOUTUBE

7.8K

monthly audience

YOUTUBE

+621

subscribers in recent period

YOUTUBE

90.8%

watch time from
non-subscribers

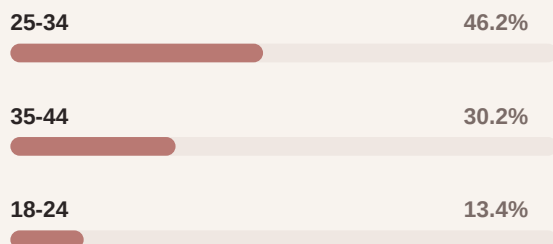
INSTAGRAM

61.4K

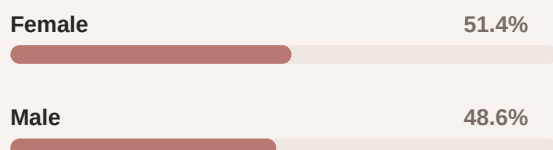
viewers in 30 days

YOUTUBE AUDIENCE SNAPSHOT

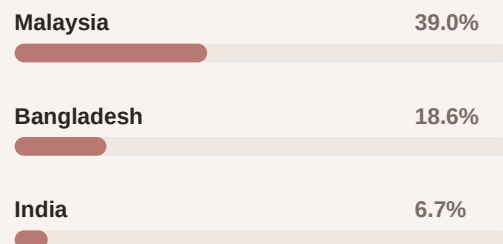
Core age groups



Gender



Top markets



Best fit:

Beauty, skincare, fashion, wellness, lifestyle and consumer brands seeking Southeast Asian and South Asian reach.

Content built around the brand story.

SERVICES

- UGC videos
- Product demonstrations
- GRWM / beauty content
- Skincare routines
- Fashion & lifestyle reels
- Product reviews / features
- Short-form branded content

BRANDS WORKED WITH

P Calm Malaysia

Dr. Lan Beauty

Open to gifted, paid and UGC collaborations depending on campaign scope, deliverables and usage rights.



PARTNERSHIP OPTIONS

Sponsored Reels • TikTok integrations • Instagram features • UGC assets • Product showcasing • Campaign content • Lifestyle placement

Rates available on request



LET'S WORK TOGETHER

Mahnoor Sarah

For collaborations, UGC campaigns, product features and brand partnerships, get in touch below.

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LOCATION

Malaysia

SOCIAL

TikTok & Instagram: @mahnoorsarah22

YouTube: @SarahWorld24

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