

JOELLE PHILLIPS

Emmy-Winning MUA · Creative Director · Content Creator

@joellephillips · TikTok
@joellephillips · Instagram
management@omglo.com

291K TikTok followers	500K+ Weekly views	15–23% Engagement rate	23.7K Instagram followers	8.6M Total likes
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Philadelphia/New York-based makeup artist, creative director, and content creator under OMGLO Creative. Emmy Award recipient (Netflix Queer Eye). TikTok is her main stage — a 15–23% per-post engagement rate that outpaces creators with 10x her following. As a working MUA, the products in her kit are the products her clients and audience see firsthand.

RATE CARD · 2026

Rates apply equally to Beauty and Tech partnerships.

DELIVERABLE	RATE	INCLUDES
Single TikTok	\$1,500	Brand-integrated, filmed & directed by Joelle. 1 revision round.
Instagram Reel	\$900	30–90 sec, brand integration. Includes 2–3 stills.
Instagram Story Set	\$450	3–5 frames, swipe-up/link integration. 48hr turnaround.
UGC Only	\$850	Full production, no organic post. Brand distributes.
TikTok + Reel Bundle	\$2,200	Both platforms, same campaign. Best reach-per-dollar.
Full Editorial Package	\$4,500	Creative direction + MUA by Joelle, partnered photographer, 1 TikTok, 1 Reel, 20+ stills.
BTS Series (3–4 eps)	\$7,500	Multi-episode branded doc series, brand integration throughout.
Usage Rights / Whitelisting	+\$600	Add-on, any deliverable. 60-day paid social whitelisting.

DREAM CATEGORIES

Beauty & Skincare · Luxury Cosmetics · Beauty Tech & Devices ·
Boudoir & Intimates · Med Spas & Aesthetics · Resorts & Travel · Bridal
& Wedding · Fashion Editorial

ACTIVE BRAND RELATIONSHIPS

NARS · KVD · Makeup Forever · Give Me Glow Cosmetics · Urban
Decay · One Size · NYX