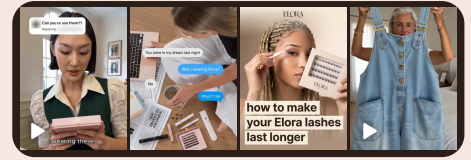




Debbie Sibal

AI UGC & Short-Form Video Creator

sibaldebbie@gmail.com • Pasig City, Philippines
debbiesibal-ugc.vercel.app • @blairsibal (24K+ on Instagram)



AI UGC and short-form video creator for beauty and fashion brands. I make UGC-style videos with AI tools like Google Flow and edit them in CapCut. I grew my own Instagram to 24K+ and have launched 154 Meta ad campaigns, so I make content that can run as an ad.

Selected proof

24K+ Instagram followers on @blairsibal	154 Meta ad campaigns built and launched	€38.8K ad spend managed, Jul 2023 – Aug 2026	1,081 purchases from those campaigns
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Experience

Digital Content Creator & Brand Strategist

Jan 2022 – Present

Self-employed • Freelance

- Produce AI-generated UGC-style videos (Google Flow) and UGC photos for beauty and fashion brands, e.g. Elora Lashes
- Edit short-form video in CapCut: hook-first try-ons, reply-to-comment videos, hanger-to-outfit reveals and a product launch video
- Make social posts and carousels: memes, “girl math” posts, chat-bubble flat lays and a 5-slide educational Instagram carousel
- Built a 24K+ Instagram following (@blairsibal)
- Built and launched 154 Meta ad campaigns (€38.8K spend, 1,081 purchases) for fashion and footwear stores
- Design AI product imagery and ad creatives for fashion and footwear stores

Support Specialist

Jan 2026 – Present

Shogo.fr • Remote

- Run the Helpwave inbox for European e-commerce stores, including a health brand
- Answer Polish-speaking customers with localized templates and careful translation

Shopify Expert Assistant / E-commerce Support

Feb 2025 – Jan 2026

ThriveEdge • Remote

- Managed Shopify stores day to day: listings, collections, SEO and optimization
- Did competitor and product research

Customer Service Representative

Sep 2025 – Dec 2025

Alorica • Part-time, on-site

- Resolved high-volume customer inquiries within quality and handle-time targets

Shopify & Content Manager

Jan 2022 – Aug 2025

Aquariums For Beginners • Remote

- Built the website and wrote every blog article and newsletter
- Kept the content calendar and published consistently
- Ran the Shopify store: listings, SEO and store visuals

Shopify Store Builder

Feb 2019 – Present

Freelance + own stores (Shopify Partner)

- Build and customize Shopify stores for clients and for my own brands

Skills

AI UGC video and UGC photos

Short-form vertical video editing
(Instagram Reels)

Try-on, reply-to-comment and
hanger-reveal videos

Product demo videos

Product launch videos

Social posts and Instagram carousels

AI product imagery

Meta ad campaign setup

Tools

CapCut Canva Google Flow

Google AI Studio Claude

Meta Ads Manager

Video tools I built

Upbeat Mute: strips a video's audio
and lays in upbeat piano

YouTube Transcribe & Voice Studio:
transcripts, insights and voiceovers

Tests

English: C2 (advanced/mastery)

Typing: 72 WPM net, 98% accuracy

Languages

English (C2)

Filipino/Tagalog (native)

Education

Bachelor of Business Administration,
Major in Financial Management

University of Manila, 2022 – 2026

Available now. Remote, full-time or part-time, any shift (US, EU, AU hours).

debbiesibal-ugc.vercel.app