

Sonja du Plessis

Lifestyle Content Creator

Creating content that connects
— honest lifestyle stories in
beauty, fashion, fitness and
home.

LIFESTYLE • BEAUTY

• FASHION • FITNESS

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About Me

Sonja du Plessis

Hi, I'm Sonja, a South African content creator who loves discovering products and places that truly deserve a place in everyday life.

I share honest lifestyle content in the beauty, fashion, fitness and home space, creating videos that feel natural, relatable and engaging.

My goal is simple: to create content that builds trust, inspires action, and delivers real results for both brands and audiences.

By the

NUMBERS

15K+

COMBINED FOLLOWERS

TikTok 13K+ · Instagram 1K+ · Facebook
400+

450K+

MONTHLY VIEWS

220K+

MONTHLY UNIQUE VIEWERS

720+

NEW FOLLOWERS (LAST 28
DAYS)

97%

SOUTH AFRICAN AUDIENCE

80%

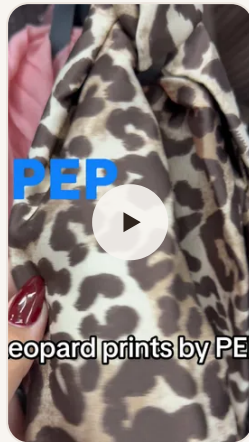
FEMALE AUDIENCE

Thank you for being part of my journey

Latest on TikTok



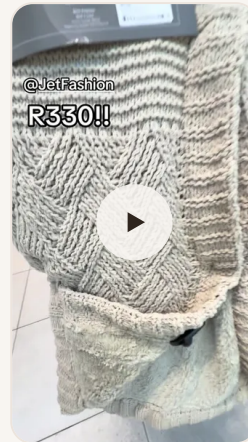
PEP slipper dupes for R100



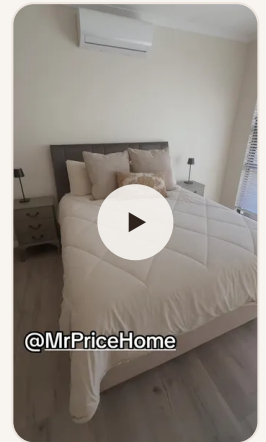
Styling PEP leopard prints



Gelmar beauty-room finds



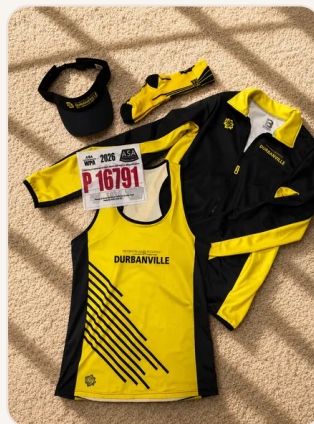
Jet Home bedding & throw



Mr Price Home bedding

Brand Experience

A look at the content I've created with brands



Content *Services*

How I can help your brand grow

TikTok Videos

Short-form videos that stop the scroll and actually get watched.

Instagram Reels

Polished, on-brand reels made for reach and saves.

Facebook Reels

Reels built for Facebook's feed to reach an older, ready-to-buy audience.

UGC Content

User-generated content your team can use anywhere.

Product Photography

Clean, warm flat lays and styled shots for catalogue or social.

Product Reviews

Honest reviews that help people decide what to buy.

Lifestyle Content

Everyday moments styled to look good but still feel real.

Voiceovers

Warm, natural narration for ads and explainer content.

Unboxing Videos

PR unboxings that make a strong first impression.

Brand Ambassadorships

Ongoing partnerships I actually stand behind.

Let's COLLABORATE

I'd love to create something beautiful with your brand. Let's make something great together.



sonjadup10@gmail.com



@sonja_dup · TikTok



@sonja_dup_ · Instagram



Sonja du Plessis · Facebook

SCAN TO CONNECT



TIKTOK



INSTAGRAM



FACEBOOK

