

MARQUEL DÀVON

CONTENT CREATOR • TIKTOK SHOP STRATEGIST • FOUNDER

High-impact creative built to earn attention, shape desire and drive measurable sales.



A creator who understands both sides of the sale

I create premium short-form content for brands that need more than a polished product shot. My work pairs audience insight, natural storytelling and direct-response instincts to make products feel relevant—and worth acting on.

As a creator and brand owner, I understand the full path from concept and production to customer trust and conversion.

FRAGRANCE / BEAUTY / FASHION / LIFESTYLE



47.4M VIEWS • 186K LIKES

Built audience. Proven reach. Repeatable attention.

136.5K+

COMBINED SOCIAL AUDIENCE

69M+

VIEWS ACROSS FEATURED WORK

47.4M

VIEWS ON ONE VIDEO

745K

UNIQUE VIEWERS / 28 DAYS

42.5K

TIKTOK FOLLOWERS / @INVITEONLYXX

94K

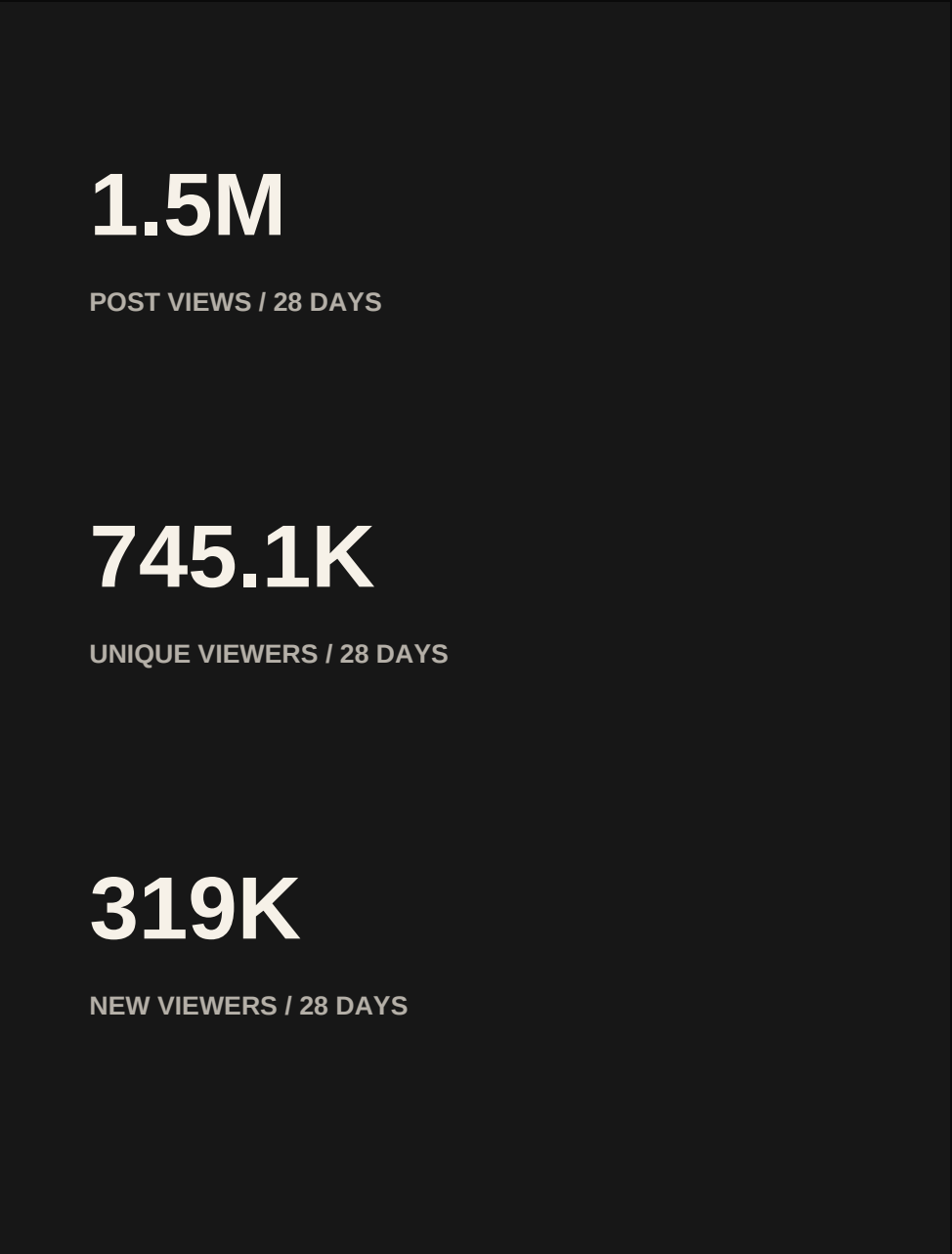
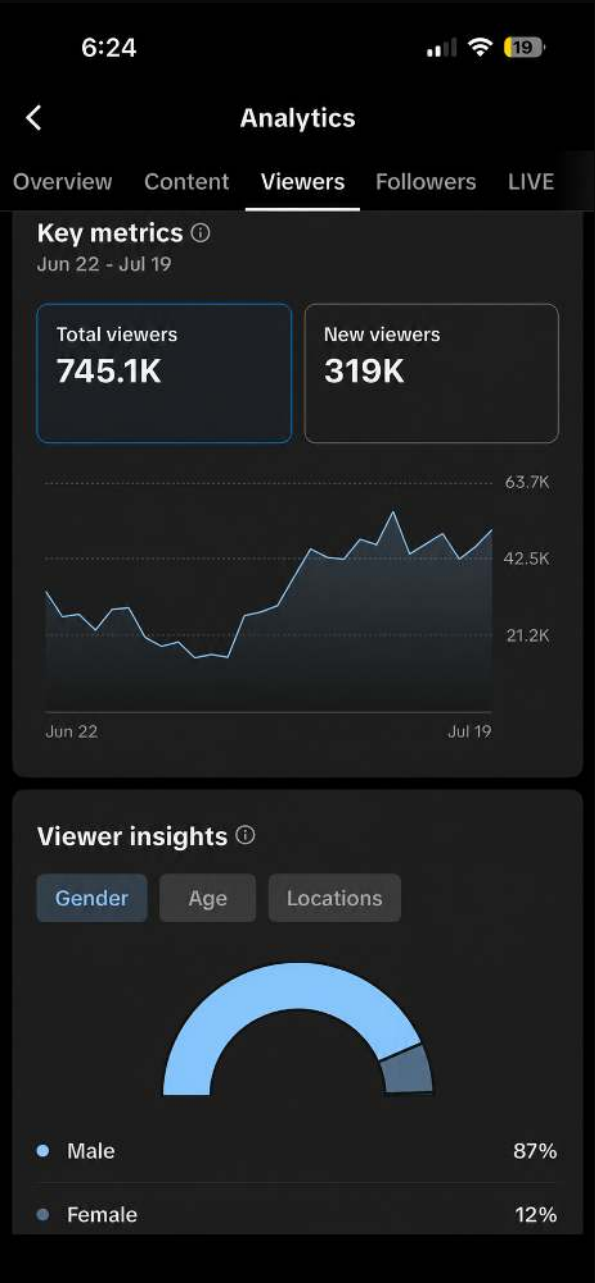
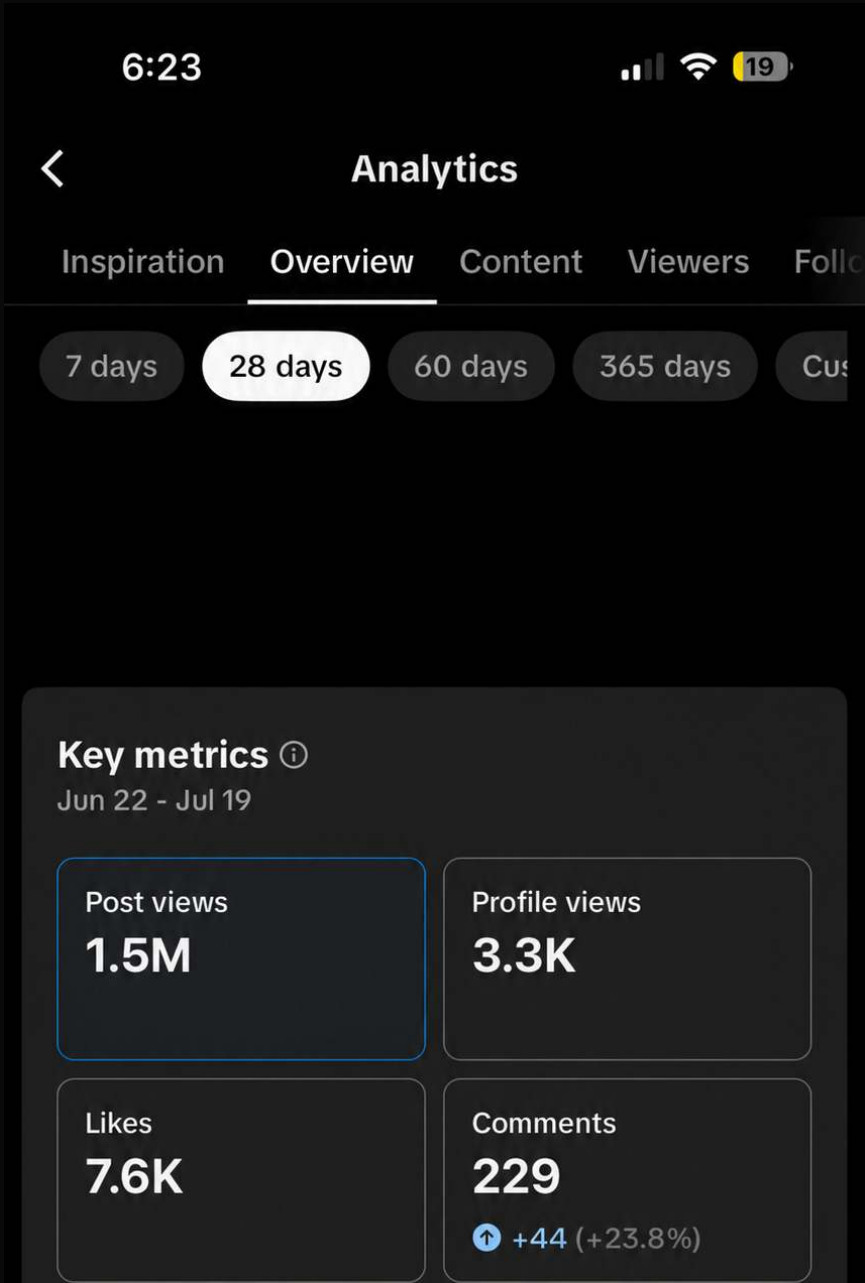
YOUTUBE SUBSCRIBERS / RELAUNCHING SOON

1.5M

POST VIEWS / LATEST 28 DAYS

The audience keeps moving beyond viral peaks

Consistent discovery and fresh viewer acquisition.



An audience-requested unboxing reached 47.4 million views



47.4M

VIEWS

186K likes • 44.3K saves • 13.1K shares

Viewers repeatedly asked me to try the fragrance, so I purchased it myself, unboxed it on camera and shared an honest first-impression review. The authentic reaction turned audience curiosity into massive reach.

\$160.4K GMV and 7,800 products sold in 60 days

Verified TikTok Shop performance across May and June 2026.

MAY 2026

\$98.3K

COMMISSION GMV

4.8K

ITEMS SOLD

YCZ MIDNIGHT MARINE

\$29.7K attributed GMV • 2.2K units

JUNE 2026

\$62.1K

COMMISSION GMV

3.0K

ITEMS SOLD

YCZ MIDNIGHT MARINE

\$19.5K attributed GMV • 1.4K units

Fragrance content built for desire and conversion



FRAGRANCE • DEAL REVIEW 3.9M VIEWS



FRAGRANCE • UNBOXING 3.0M VIEWS



FRAGRANCE • DEMO 3.3M VIEWS



FRAGRANCE • REVIEW 4.3M VIEWS

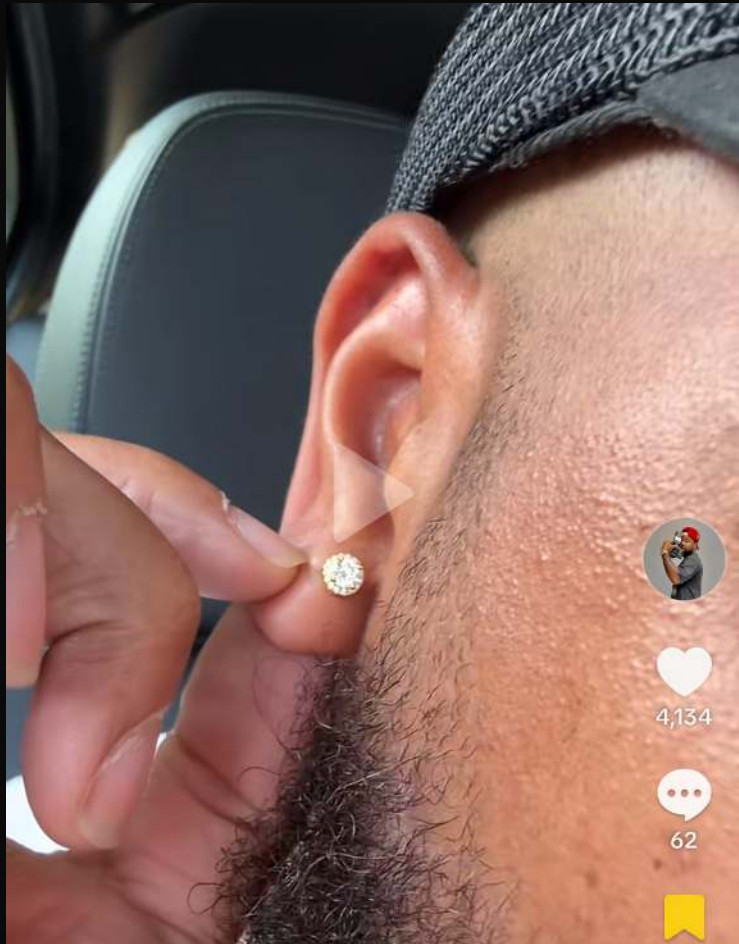
A flexible creative voice across high-intent categories



BEAUTY • SELF-CARE **3.3M VIEWS**



FASHION • CARGO **1.3M VIEWS**



JEWELRY • ACCESSORIES **1.3M VIEWS**



FASHION • DENIM **336.3K VIEWS**

Professional creative with an operator’s understanding of commerce



DOVE MEN+CARE / PAID PARTNERSHIP

SELECTED EXPERIENCE

- DOVE
- BLACKSTONE GRILLS
- ALT. FRAGRANCES
- PACSUN
- FASHION NOVA
- LATTAFÄ
- MNML
- YCZ FRAGRANCE

Audience-native concepts

Hooks and formats shaped around how viewers discover and evaluate products.

Premium execution

Professional camera, lighting, sound, editing and color from a complete home studio.

Commerce-minded delivery

Creative decisions guided by product value, customer psychology and conversion intent.

A complete production system from concept through final color

CAMERA Sony FX3 • Sony 24–70mm GM II • Sigma 16mm

MOTION DJI Ronin RS5 • DJI Osmo Pocket 3

AUDIO DJI microphones • Professional voiceover chain

POST DaVinci Resolve editing and color grading

STUDIO Professional lighting • Full home editing office



Emotion earns attention. Clarity earns action.

01

Lead with emotion

Start with a feeling or identity the viewer recognizes.

02

Stop the scroll

Create an immediate visual or verbal open loop.

03

Make value tangible

Translate features into a meaningful payoff.

04

Invite the next move

Give a natural reason to click, save or purchase.

Creative support for launches, testing and sustained growth



TikTok Shop content

Product demonstrations

Voiceover creative

Paid-ad creative

UGC production

Lifestyle storytelling

Organic social content

Multi-video campaigns

LET'S BUILD THE NEXT WINNER.

MARQUEL DÀVON

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