

HAYLEE MONTEIRO

# MEDIA KIT

HEALTHY RECIPES



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## CASE STUDY | NICK'S Ice Cream

Deliver captivating content for easy, creative recipes for use on social media, utilizing range of products. Work with seasonal specials and custom requests.

### RECENT CONTENT DELIVERED

🎥 [Chocolate Caramel Baked Oats](#)  
173K views

🎥 [Peanut Butter French Toast Bake](#)  
100K views

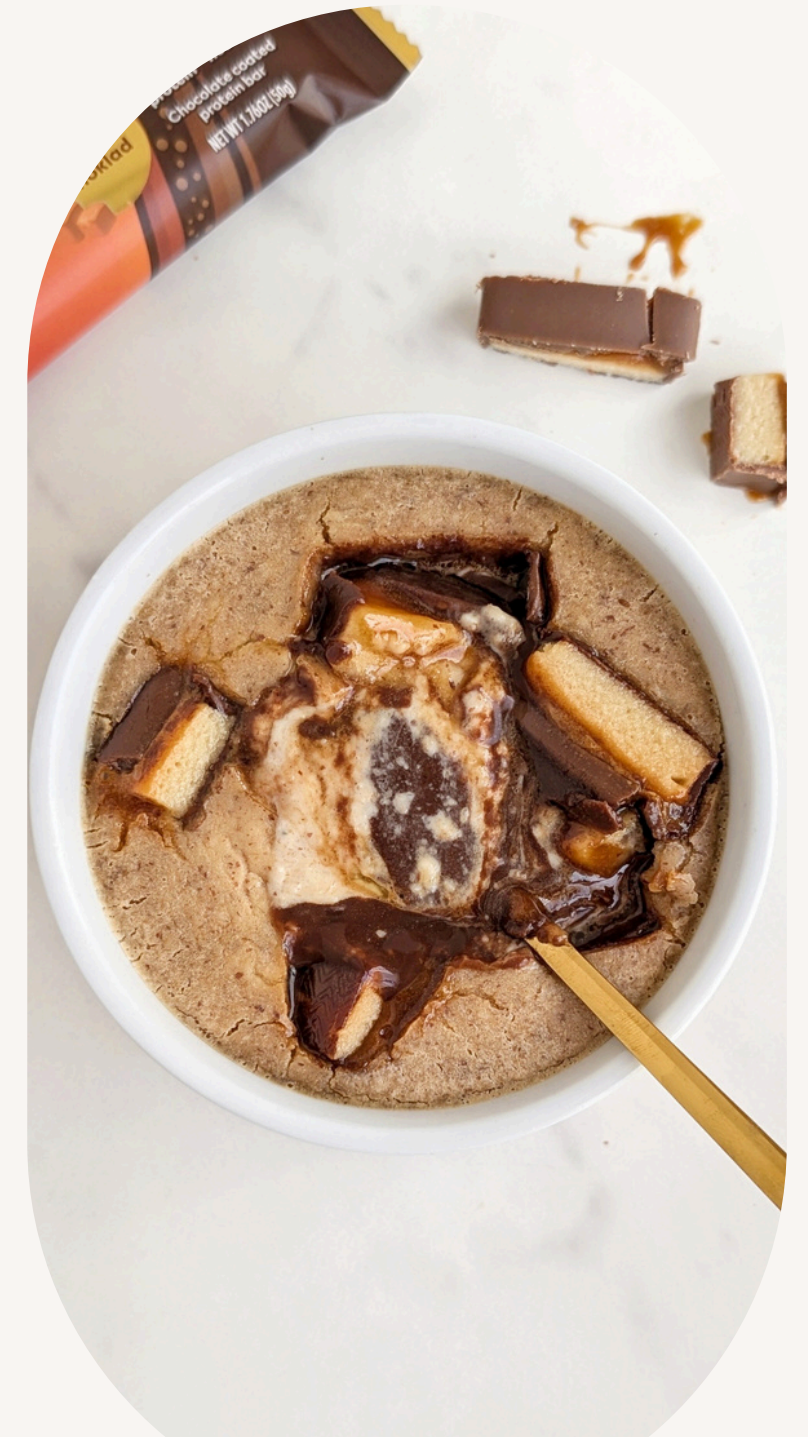
🎥 [Pumpkin Spice Latte Milkshake](#)  
(5 day turnaround time)  
145K views

### BRAND'S GOAL

Repurpose Content  
(Ongoing monthly partnership since May 2023)

### BRAND TESTIMONIAL

*Haylee is a delight to work with! She is kind, punctual, and extremely creative! Haylee is wonderful to collaborate with. She creates the most mouth-watering recipes that our social community loves.*







# CASE STUDY | Bob's Red Mill

#HOMEMADEPANCAKEBLISS - Homemade taste is in the mix. Just add water.


## CAMPAIGN GOAL

Encourage shoppers to purchase Bob's Red Mill's NEW pancake mixes at their local Walmart.

## CAMPAIGN RESULTS

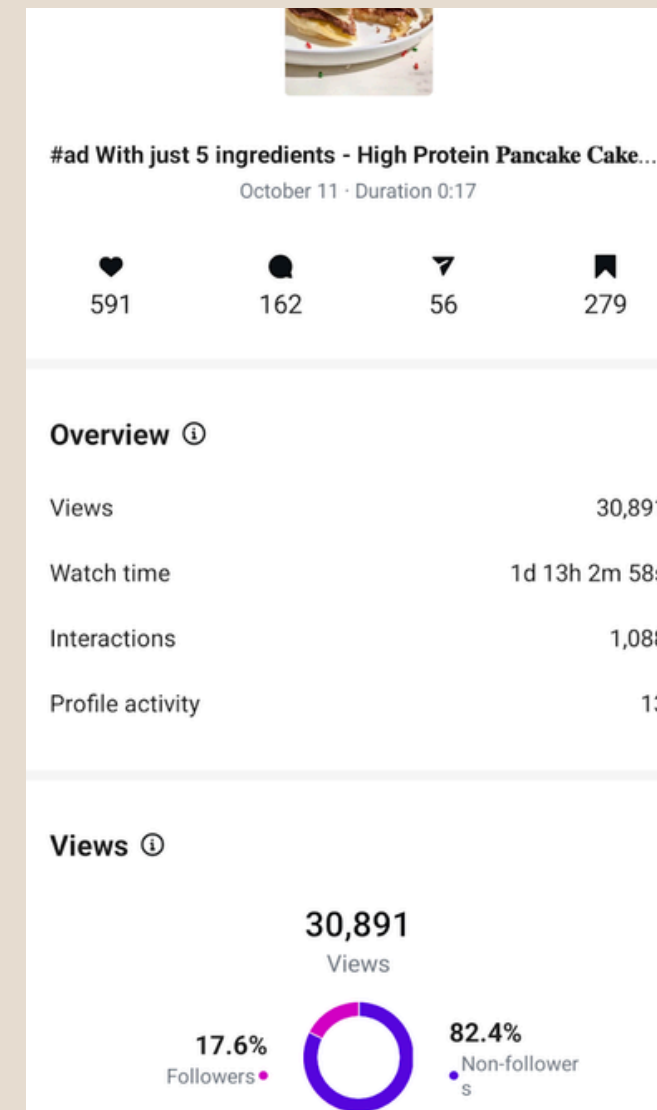
 30,891  
IMPRESSIONS

 3.5%  
ENGAGEMENT RATE

 279  
SAVES

## IG INSIGHTS (2-week Mark)

### Post Link



I'm actually so excited for this buttermilk

Their Gf pancake mix has been my main pancake mix

Also want to try a two ingredient dough but with pancake mix?

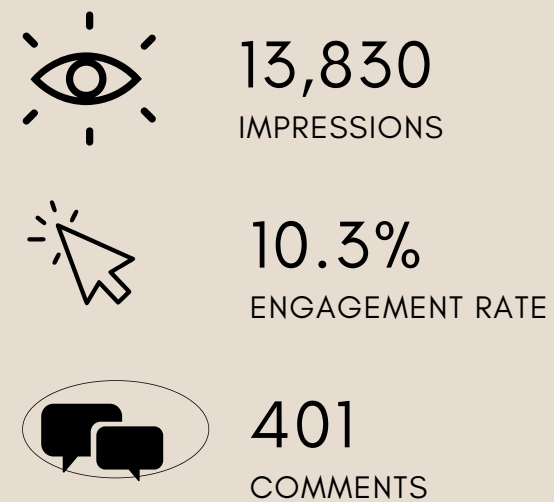




## CASE STUDY | Nature's Eats

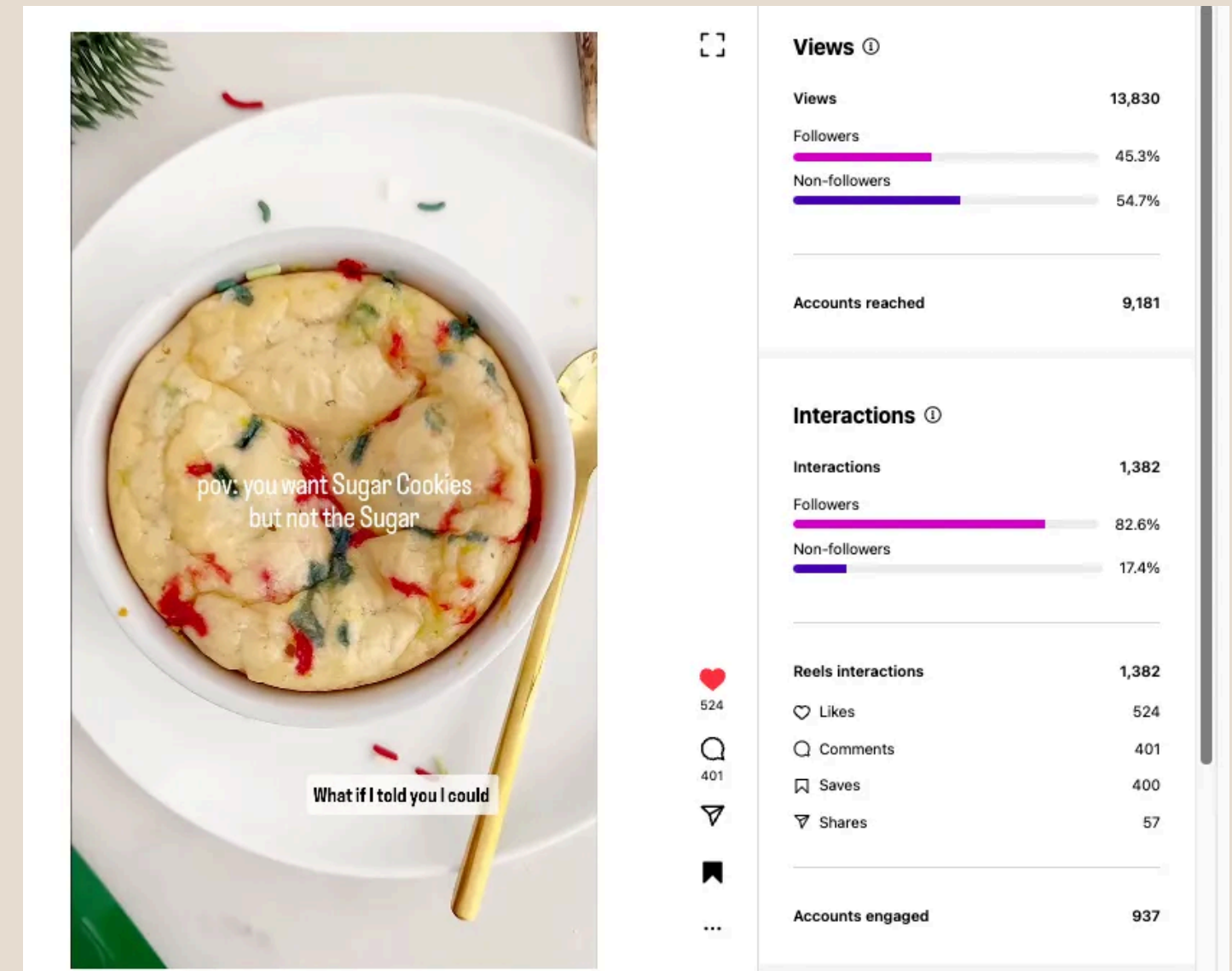
Create a recipe for a baked good using Nature's Eats flour, and highlight the product availability at Walmart.

### CAMPAIGN RESULTS



### IG INSIGHTS (24-hour Mark)

[Post Link](#)



### BRAND TESTIMONIAL

*Working with Haylee Monteiro for influencer collaborations with Nature's Eats has been an absolute joy. From her initial outreach filled with excitement to her consistent communication and high-quality work, she has exceeded expectations every step of the way. Her detailed wrap reports and genuine care make her a dream collaborator—I wish every content creator approached their work with her level of passion and professionalism!*





## CASE STUDY | TruEats Baking Co.

Create and post a New Year-focused recipe Reel with a Giveaway in caption.  
*Timeline for Filming, Editing and Posting - 2 days*

### BRAND TESTIMONIAL

*Haylee is always a pleasure to work with. She's very responsive and detailed in her communication. She takes time to understand the brand and products, and presents amazing content ideas.*

### CAMPAIGN RESULTS

 8,030  
IMPRESSIONS

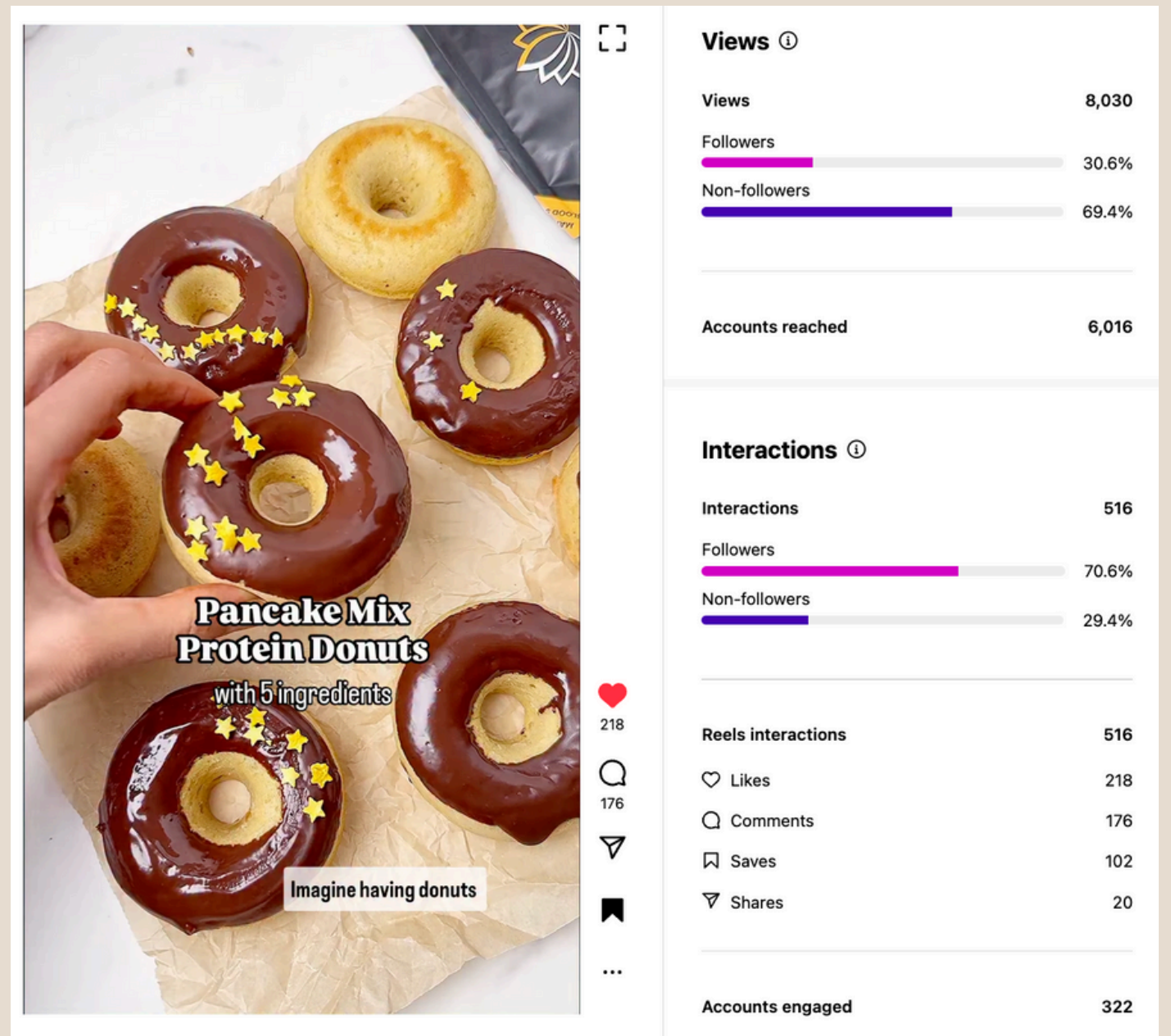
 5.5%  
ENGAGEMENT RATE

 176  
COMMENTS



### IG INSIGHTS (1-week Mark)

[Post Link](#)



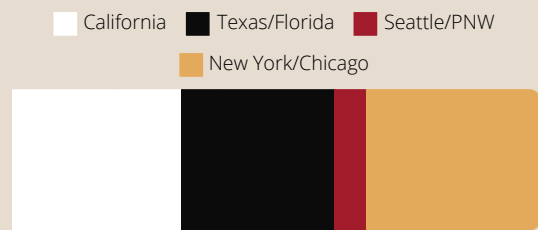


## AUDIENCE SUMMARY



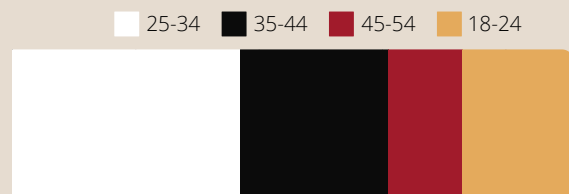
### COUNTRY

52% USA



### US DISTRIBUTION

33% NY/Chicago/California



### AGE

37% 25-34 || 24% 35-44

### GENDER

85% Women



## LET'S WORK TOGETHER

I create high performing marketing content aligned with your goals; Sponsored posts, IG Reels, UGC Recipes for your blog/social media or just adding a human element to showcase. Whatever would serve you best!

## CURRENT STATS



47.2K  
5.5% engmnt



1.1m monthly  
views



98k page views  
(last 30d)



1,745  
subscribers

## RECENT COLLABS

<Clickable>

- [Bob's Red Mill](#)
- [Sprouts Farmer's Market](#)
- [Isopure](#)
- [Vitacost](#)
- [Eggland's Best](#)
- [Quest Nutrition](#)
- [Atkins](#)
- [Checkers & Rally's](#)



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