

HAYLEE MONTEIRO

MEDIA KIT

HEALTHY RECIPES



www.haylskitchen.com



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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

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

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

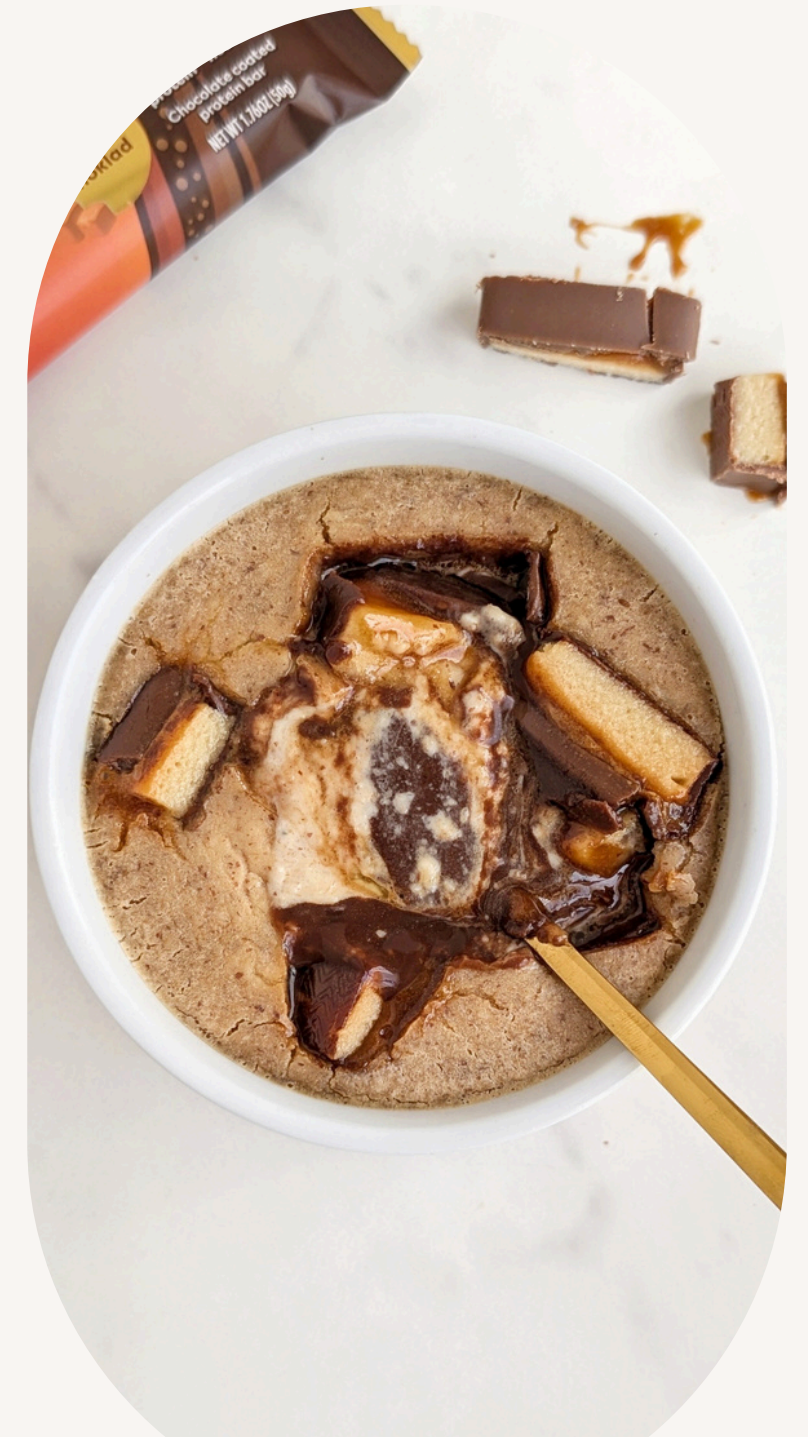
🎥 [Pumpkin Spice Latte Milkshake](#)
(5 day turnaround time)
145K views

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

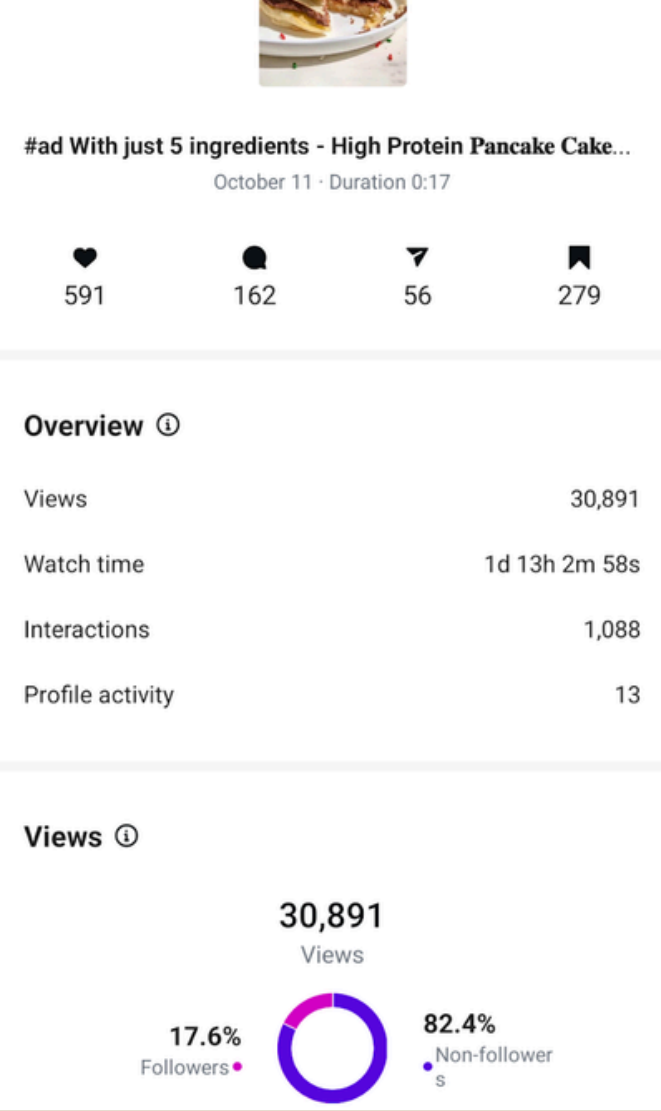
 30,891
IMPRESSIONS

 3.5%
ENGAGEMENT RATE

 279
SAVES

IG INSIGHTS (2-week Mark)

Post Link



#ad With just 5 ingredients - High Protein Pancake Cake...
October 11 · Duration 0:17

591 likes, 162 comments, 56 shares, 279 saves

Overview

Views	30,891
Watch time	1d 13h 2m 58s
Interactions	1,088
Profile activity	13

Views

30,891 Views

17.6% Followers, 82.4% Non-followers

uncomplicatedchef 4d
Is it gluten free? Love their products 🥰
Reply Hide

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

Make healthy living accessible to everyone with Nature's Eats gluten free, low-carb flour available at their local Walmart.

CAMPAIGN GOAL

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

CAMPAIGN RESULTS

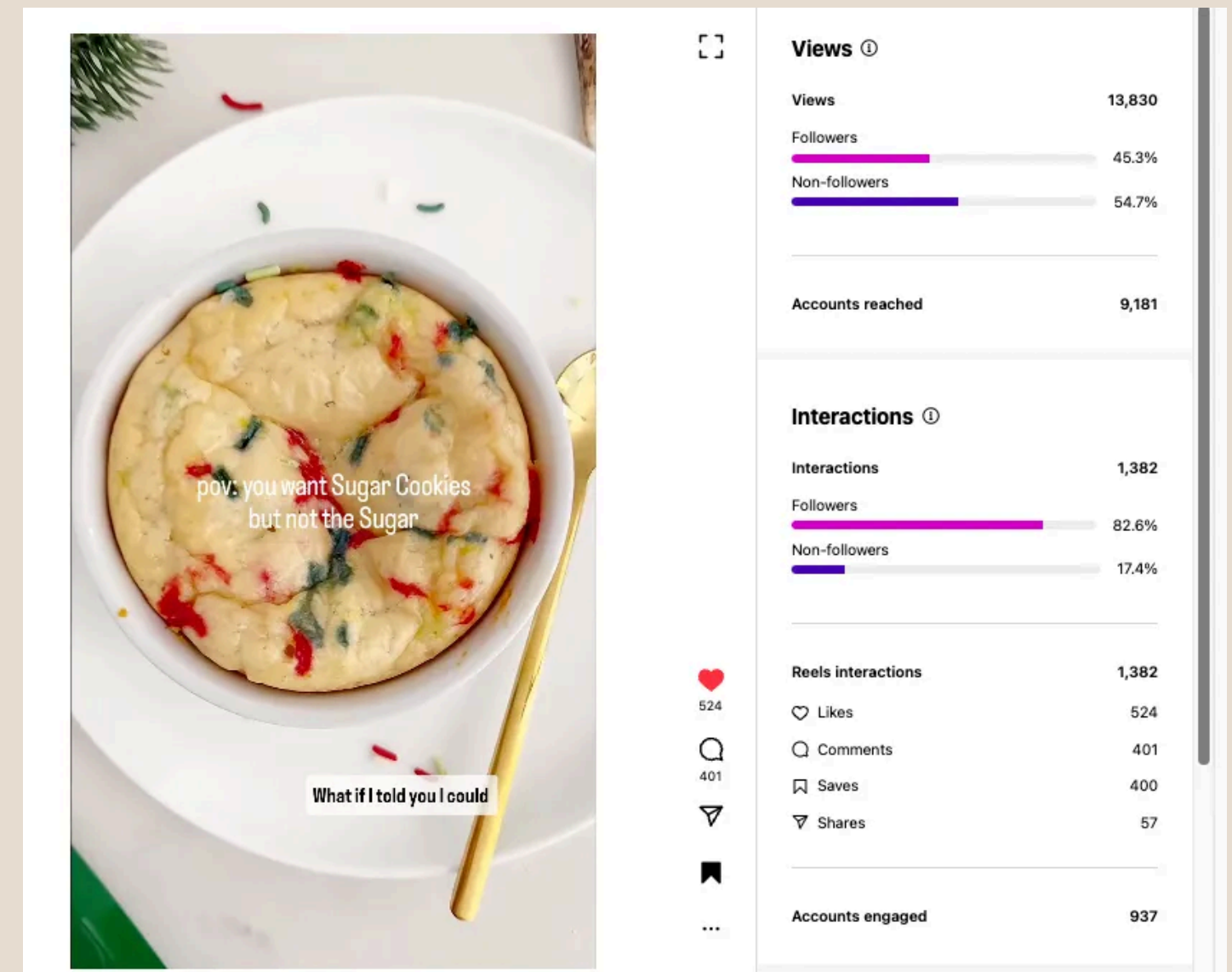
 13,830
IMPRESSIONS

 10.3%
ENGAGEMENT RATE

 401
COMMENTS

IG INSIGHTS (24-hour Mark)

[Post Link](#)





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

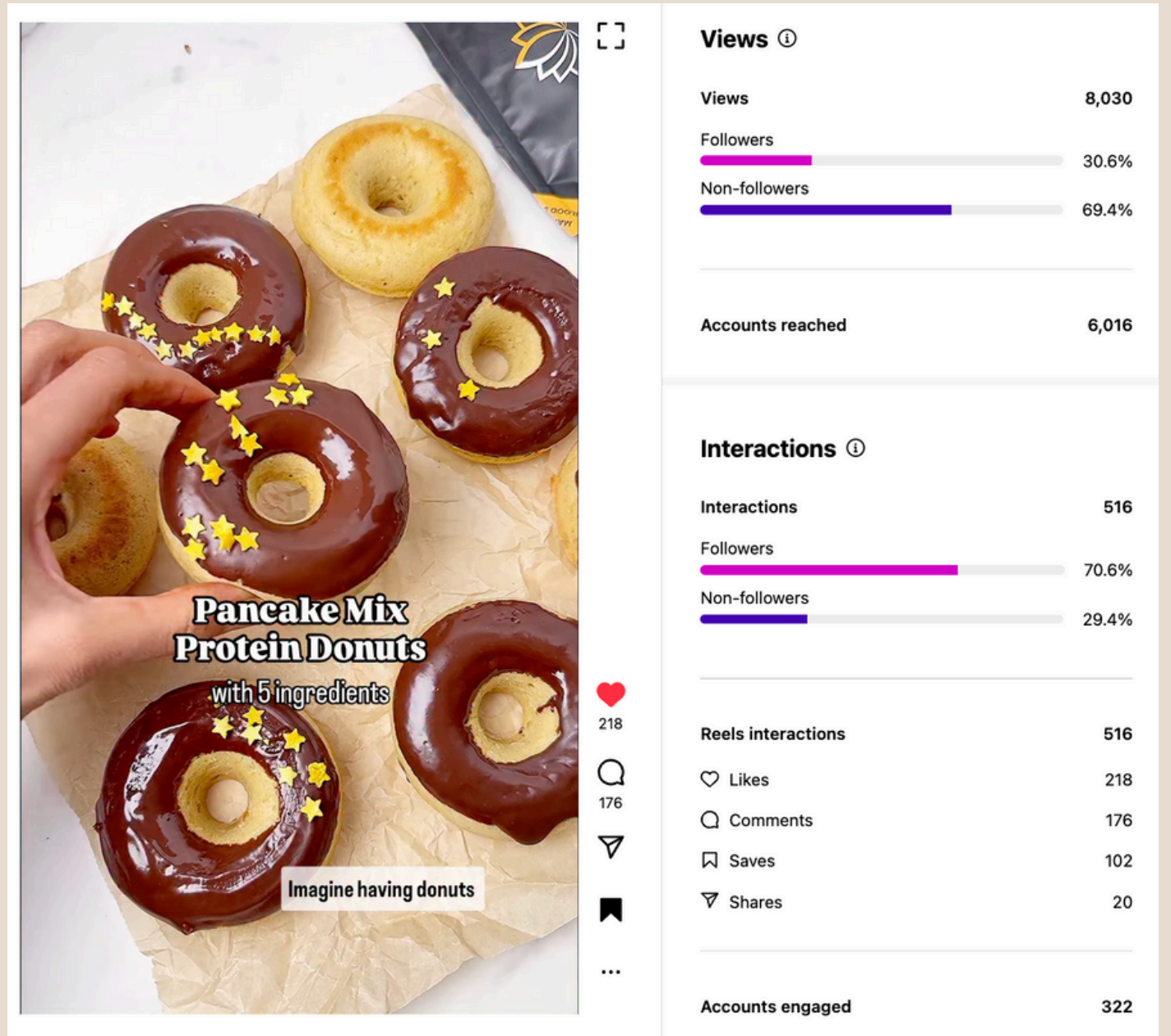
 **5.5%**
ENGAGEMENT RATE

 **176**
COMMENTS



IG INSIGHTS (1-week Mark)

[Post Link](#)



AUDIENCE SUMMARY

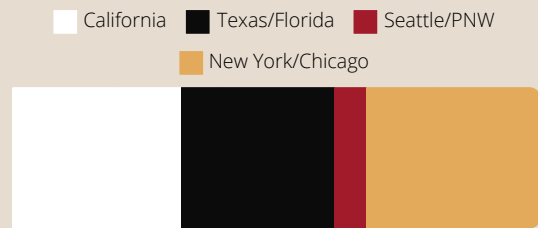
LET'S WORK TOGETHER

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



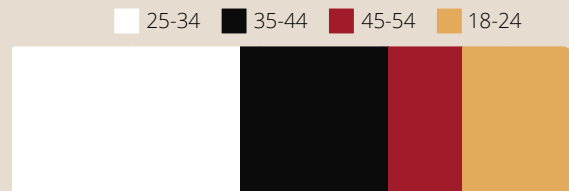
COUNTRY

52% USA



US DISTRIBUTION

33% NY/Chicago/California



AGE

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

GENDER

85% Women



CURRENT FOLLOWING



47K



5.9K



692



1,623



1.2K

RECENT COLLABS

- Bob's Red Mill
- Sprouts
- Vitacost
- NICK's Ice Cream
- Isopure
- Egghland's Best
- Quest Nutrition
- Premier Protein
- KOS Protein



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