



HAYLEE MONTEIRO

MEDIA KIT

HEALTHY RECIPES



www.haylskitchen.com



[@hayls.kitchen](https://www.instagram.com/hayls.kitchen)



hayls.kitchen@gmail.com

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

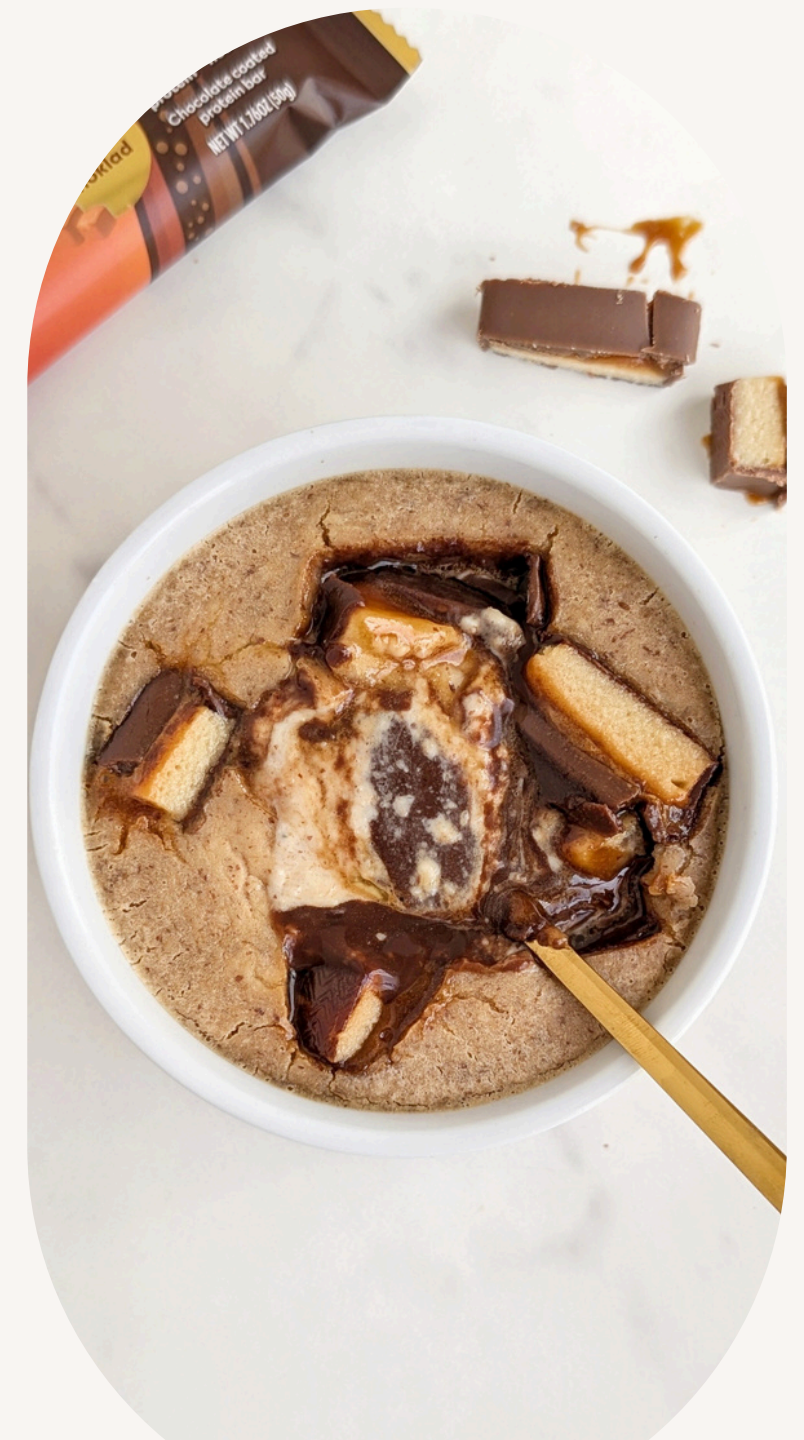
Note: Content was featured on [@nicks.us](#) which has now undergone a rebrand and corresponding IG reset.

BRAND'S GOAL

Repurpose Content
(Ongoing monthly partnership from May 2023 - Dec 2024)

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

591 162 56 279

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

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

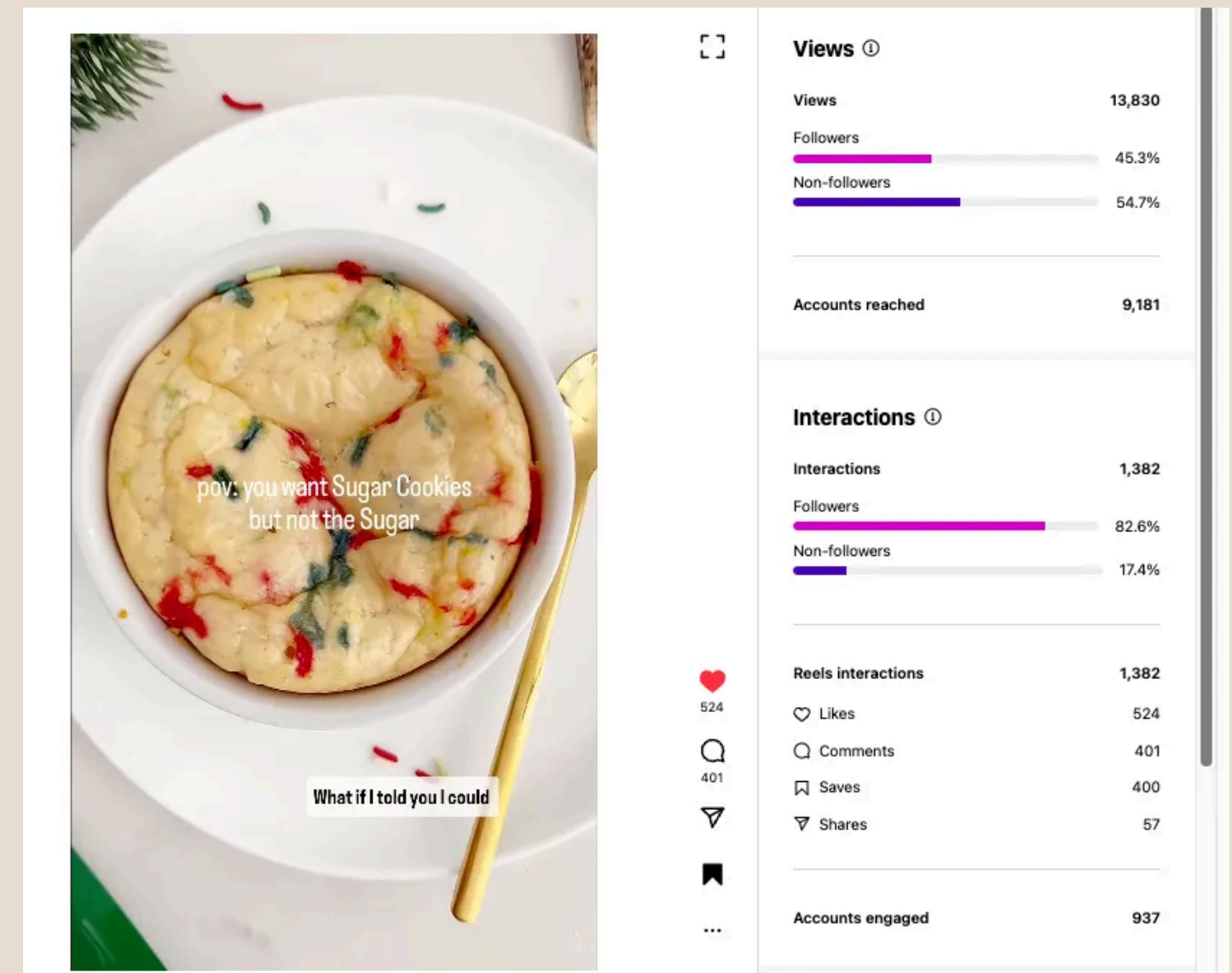
 401
COMMENTS

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!

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

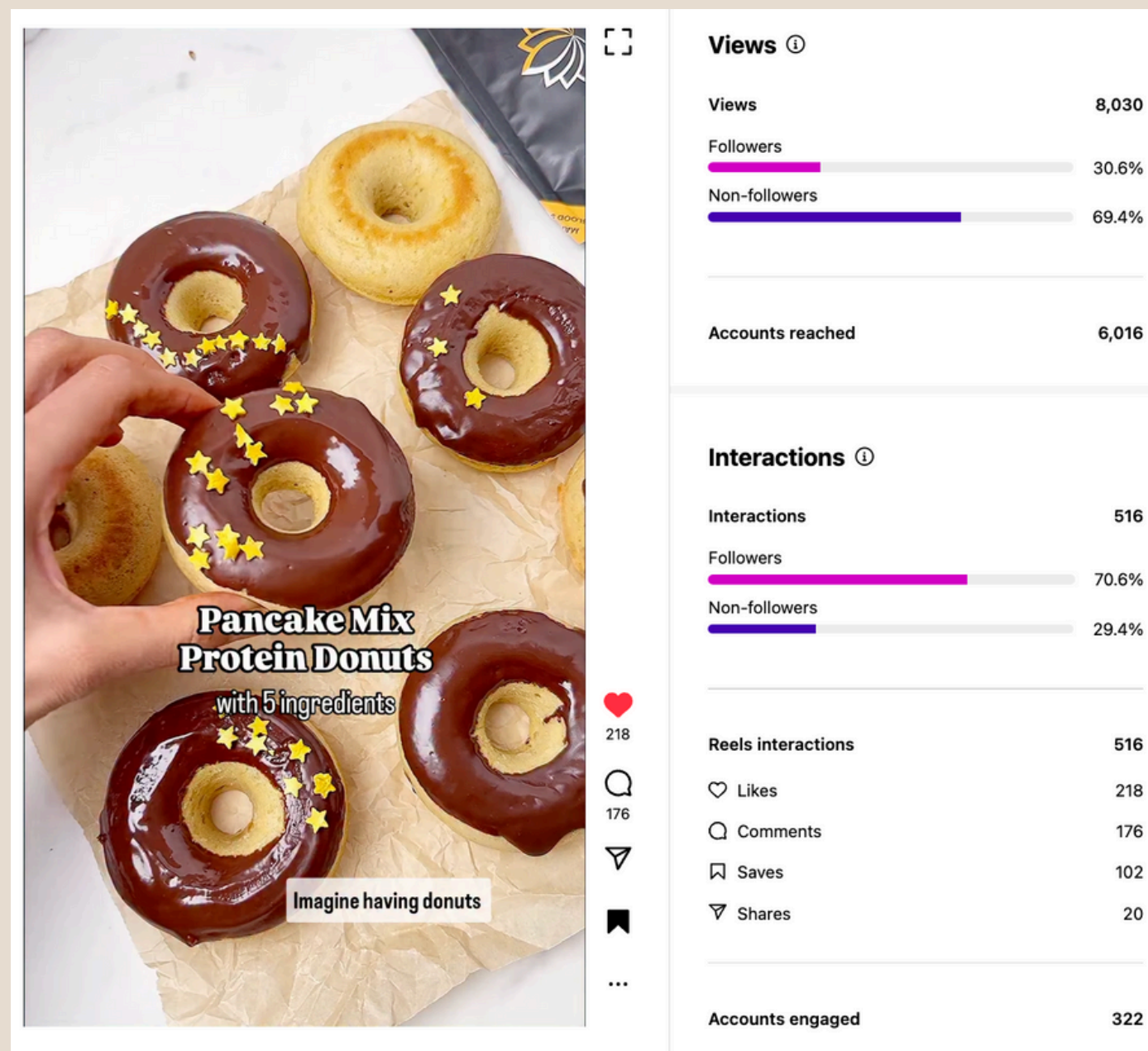
 5.5%
ENGAGEMENT RATE

 176
COMMENTS

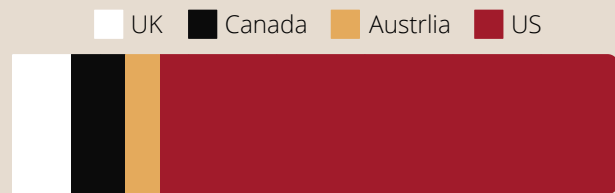


IG INSIGHTS (1-week Mark)

[Post Link](#)

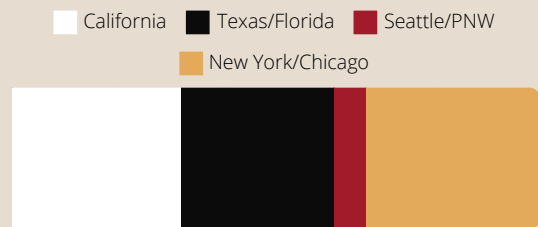


AUDIENCE SUMMARY



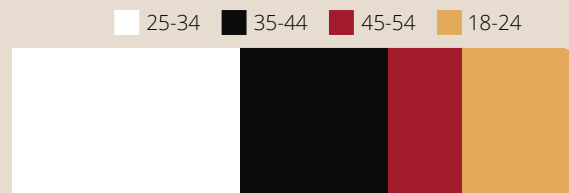
COUNTRY

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 the product. Whatever would serve you best!

DIGITAL FOOTPRINT



47.2K
5.5% engmnt



1.1m monthly
views



98k page views
(last 30d)



1,745
subscribers

RECENT COLLABS

<Clickable>

- [Bob's Red Mill \(1, 2, 3\)](#)
- [Sprouts Farmer's Market \(1, 2, 3, 4\)](#)
- [Catalina Crunch](#)
- [Isopure](#)
- [Vitacost](#)
- [Eggland's Best](#)
- [Quest Nutrition](#)
- [Atkins](#)
- [Checkers & Rally's](#)



www.haylskitchen.com



[@hayls.kitchen](https://www.instagram.com/hayls.kitchen)



hayls.kitchen@gmail.com