

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

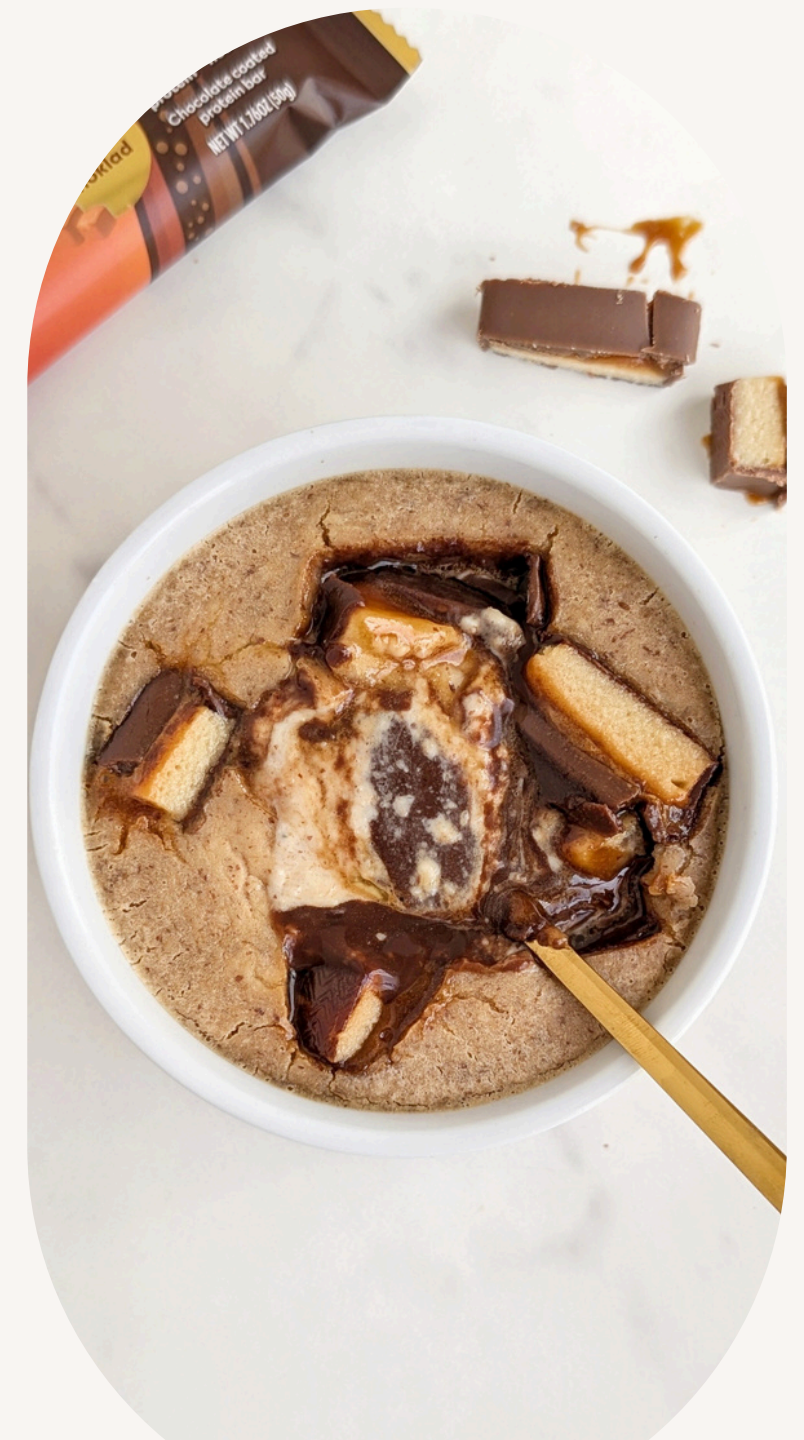
Note: Content was featured on [@nicks.us](#) which has now undergone a rebrand and corresponding IG reset.

### BRAND'S GOAL

Repurpose Content  
(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.*

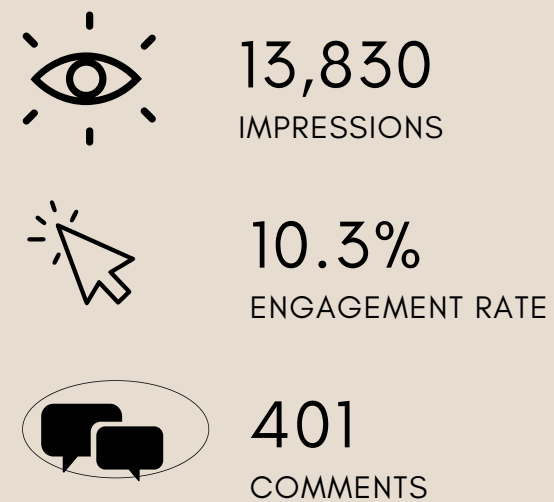




## CASE STUDY | Nature's Eats

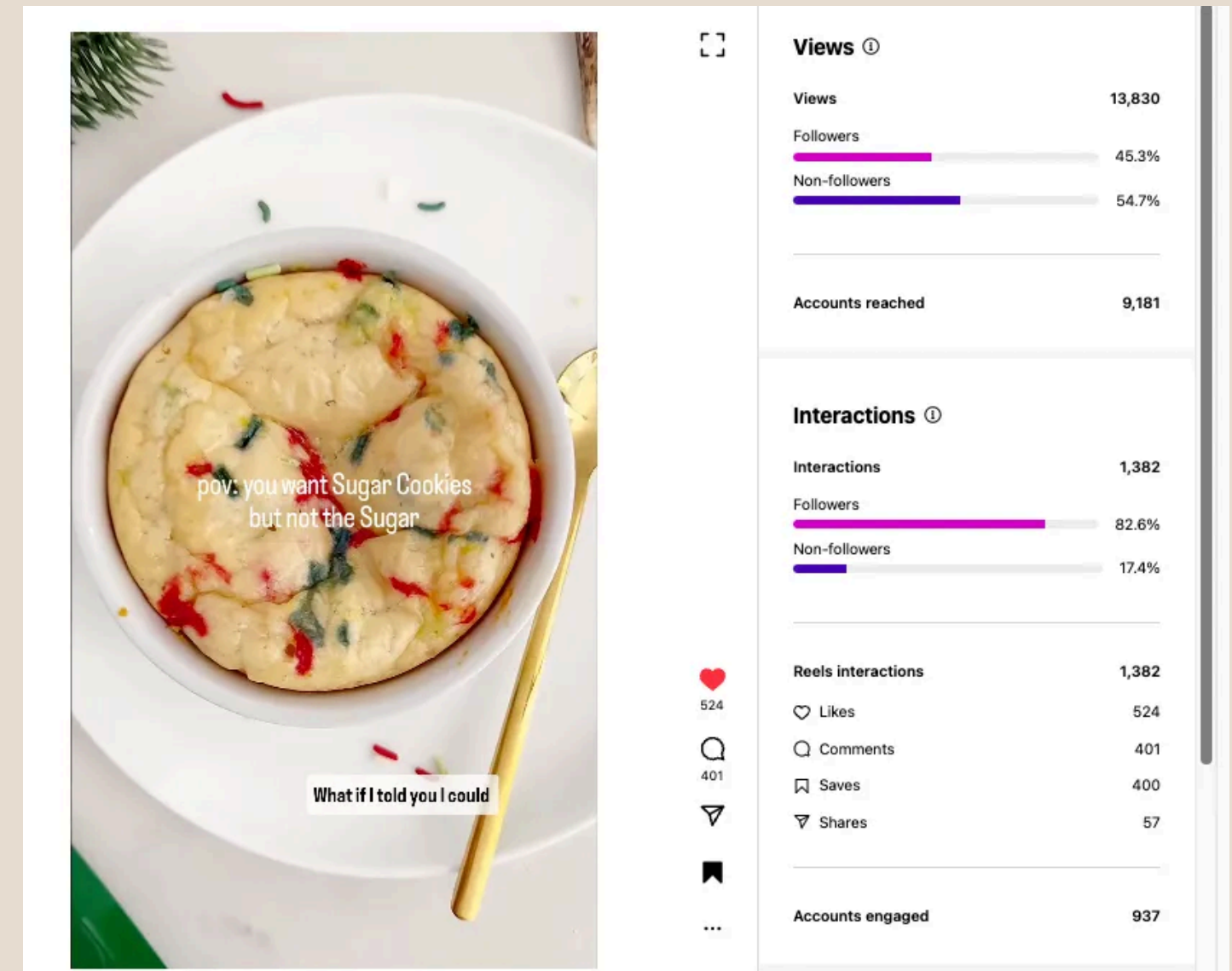
Create a recipe for a baked good using Nature's Eats flour, and highlight the product availability at Walmart.

### 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 | 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

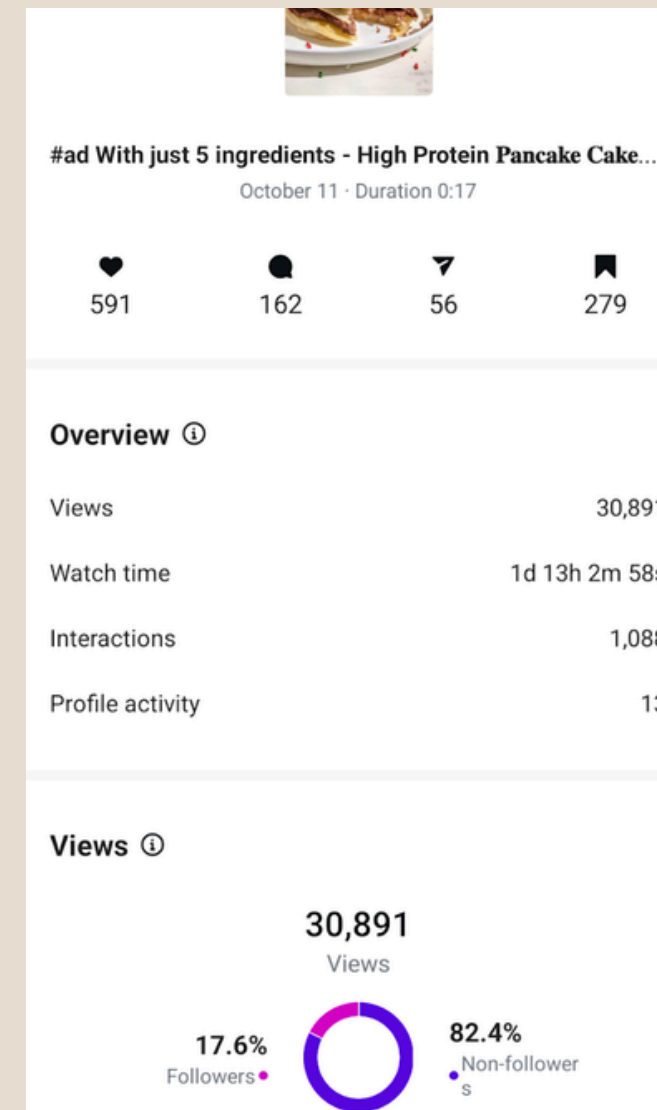
 30,891  
IMPRESSIONS

 3.5%  
ENGAGEMENT RATE

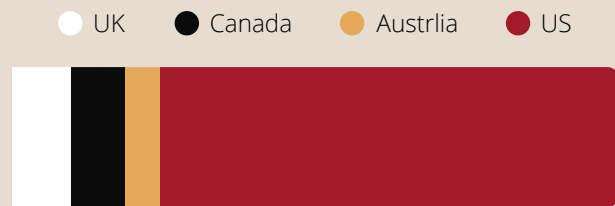
 279  
SAVES

## IG INSIGHTS (2-week Mark)

### Post Link

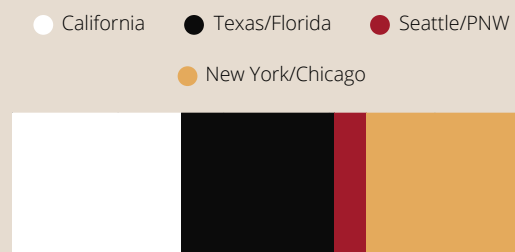


## AUDIENCE SUMMARY



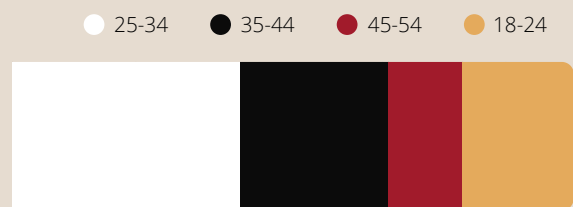
### COUNTRY

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!

## SOCIAL MEDIA FOOTPRINT



48.2K followers  
673K views/mo  
56K interactions/mo



943K views/mo



347 subscribers



1.2K followers

## WEB FOOTPRINT



98k page views  
in last 30 days



1,812  
subscribers



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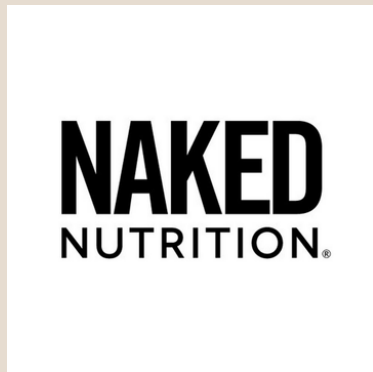
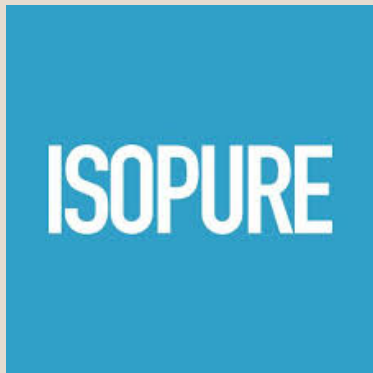
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# PREVIOUS COLLABORATIONS

 Icons link to Posts





## 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

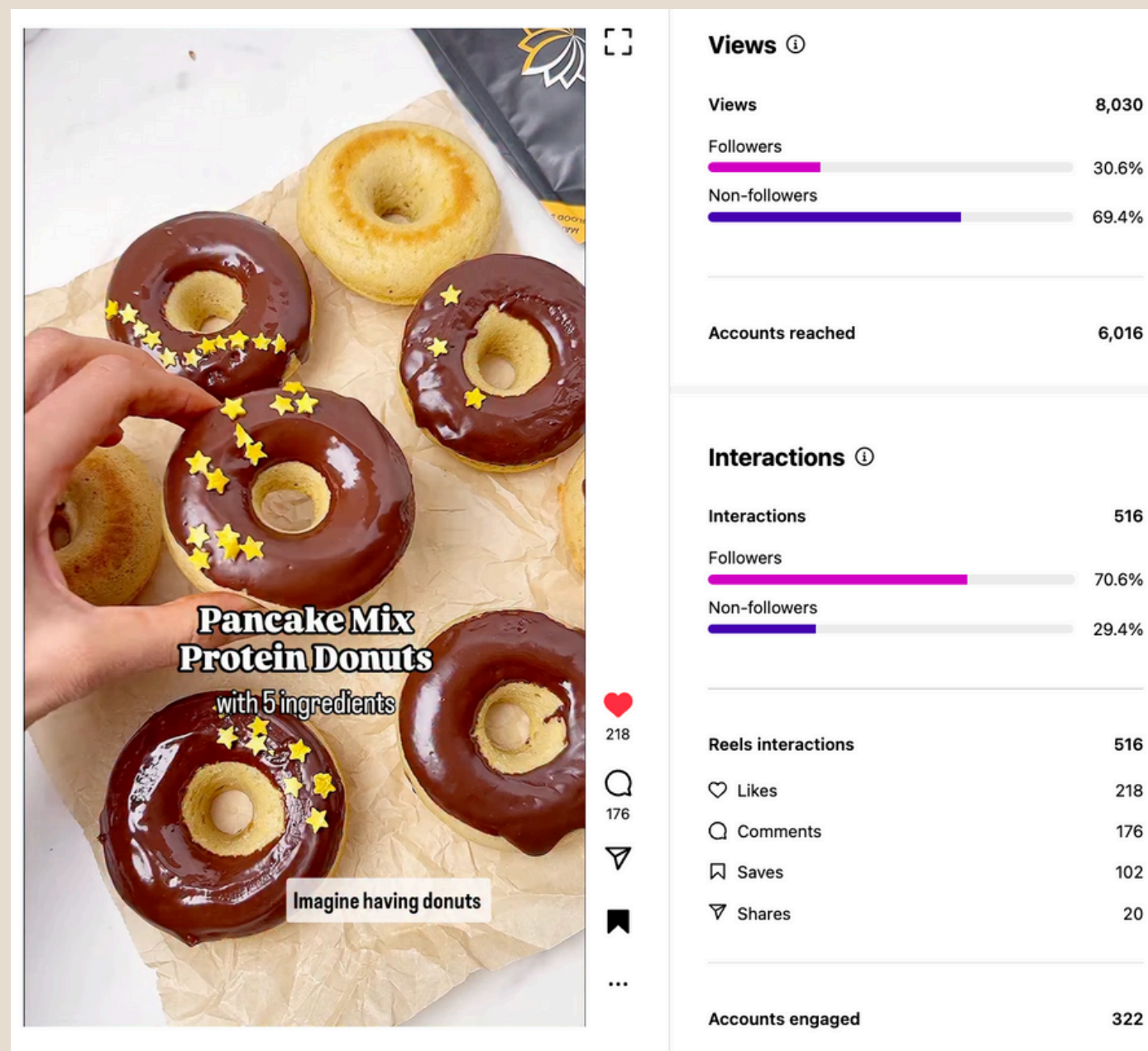
 5.5%  
ENGAGEMENT RATE

 176  
COMMENTS



### IG INSIGHTS (1-week Mark)

[Post Link](#)



# CASE STUDY | Sprouts Farmers Market

Create content for seasonal diet-friendly (gluten free, dairy free, vegan, sugar free) recipes using range of products from Sprouts.



## BRAND'S GOAL

- Repurpose Content (UGC) on social media
- Awareness via Sponsored posts

## RECENT CONTENT

- [Lemon Blueberry Protein Bars](#)  
([Collab Post](#))  
(4 day turnaround time)
- [Sweet Potato Protein Dessert](#)
- [Pink Velvet Protein Cake](#)  
([Sponsored Post](#), [UGC](#))
- [Chocolate Caramel Dessert](#)  
[Lasagna](#)

