



Mackenzie Burgess, RDN

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audience

My audience is one that is drawn to health conscious products and recipes. They like recipes that are flexible, simple, and can be completed with ingredients readily available at their local grocery store or online.



70%
of readers are
women



28% are between 18-24
35% are between 25-34
17% are between 35-44



40% are engaged in
food & drink category

10% of readers are
cooking enthusiasts

about the blog

My recipes are focused on catering to various dietary preferences and using up food already on hand with customizable ingredients "of your choice". Hence, the name Cheerful Choices!

Learn more at cheerfulchoices.com/about



about me

Mackenzie Burgess, RDN is a Registered Dietitian Nutritionist, recipe developer and blogger based in Fort Collins, CO. She is passionate about working with health-focused brands and educating the community about cooking and nutrition tips. She also regularly appears on live broadcast segments and top online media outlets. Sponsored work examples: cheerfulchoices.com/tag/sponsored/

services

Recipe Development
Food Photography
Food Videography
SEO Optimized Blog Posts
Social Content Creation
Broadcast Appearances
Online Media Features

social stats

Website:

- 20,000+ unique page views per month
- 70% growth rate

Instagram:

- 4 K followers
- 40% engagement
- 15,000 monthly reach
- 8% monthly follower growth

Pinterest:

- 1 K followers
- 250,000 reach
- 10+ M impressions



past brand collaborations

