

Mackenzie Burgess, RDN CheerfulChoices.com

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audience

My audience is primarily busy professionals who are drawn to better-for-you 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.

> Website: 40,000+ unique page views per month

> > Instagram: 4 K followers 5% engagement

Pinterest: 5 K followers 1.7 M monthly views

> Newsletter: 1.2 K audience 30% open rate



about the blog

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



Learn more at on my <u>about page</u>.

about me



Mackenzie Burgess, RDN is a Registered Dietitian Nutritionist and recipe developer based in Denver, CO. She is passionate about working with healthy food brands and elevating their key messaging. She also regularly appears on TV segments and top online media outlets.

- Media examples <u>linked here</u>
- Sponsored work examples linked here

services

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

as seen in







past brand collaborations



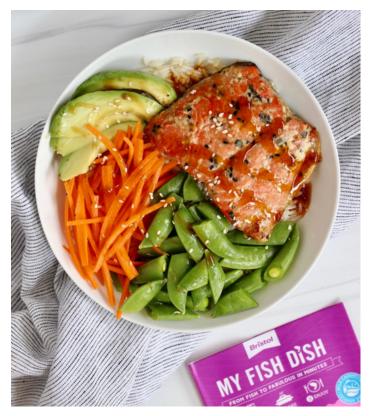




Sponsored Content Examples



Instagram Partnership with Cache Valley Creamery



Instagram Reel Partnership with Bristol of Maine Seafood



Blog Post + Social Partnership with Purecane Sweeteners



Blog Post + Social Partnership with Bob Evans Egg Whites