



Mackenzie Burgess, RDN  
CheerfulChoices.com

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Pinterest: @cheerfulchoicesblog

## 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:

75,000+ unique page views per month

Instagram:

4.2 K followers

5% engagement

TikTok:

1.3 K followers

20+ viral videos

Pinterest:

5.6 K followers

1.7 M monthly views

Newsletter:

1.4 K audience

35% 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 [about page](#).



## about me

Mackenzie Burgess, RDN is a culinary 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 [linked here](#)
- 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  
Cooking Demonstrations

## as seen in



Eat This, Not That!

BuzzFeed

myfitnesspal



## past brand collaborations





# Sponsored Content Examples



Instagram Post Partnership with  
Cache Valley Creamery



Blog Post + Social Partnership with  
Purecane Sweeteners



Instagram Reel Partnership with  
Bristol of Maine Seafood



Instagram Reel Partnership with  
Lotus Sustainables