



MELISSA  
MUI

Blogger / Content Creator /  
Community Leader

www.melshangrytable.com

## ABOUT

Melissa from Mels Hangry Table has started this blog back in April, 2018. She has the knowledge and experience in the restaurant and service industry. This experience stems from her family-owned restaurant located in the heart of Ottawa. During her journey, she now inspires the community to eat, visit and shop locally. She also started an influential movement called **#eatlocalmovement**, a hashtag created to impact the focus on supporting all Canadian businesses. She hopes to represent all the great restaurants and businesses in Ottawa and one day to expand all across Canada & beyond!

## AUDIENCE



10.7K



464



126

## DEMOGRAPHIC



18 - 44 years



80% Canada 65% Ottawa

## AFFILIATIONS

### CURRENT/ ONGOING:

- MIM Agency - Influencer Division
- Meal Share Canada - Charity partner
- Eyemaxx Eyewear - Eyewear partner
- Tappa Hair Salon - Hair partner
- Smudge Beauty Bar - Nail partner
- Foodora - Partner

### PAST:

- Chatime - Grand Opening Promo
- Rideau BIA - Rideau Centre Holiday Tree Promo
- Mary Browns - Grand Opening + LIVE video
- Caffe Latte Cino - Printer Latte Promo/giveaway
- Foodora - Giftcard + Merch Giveaway
- Runway for Hope - Sponsored by Wella & Nioxin
- Real Fruit Bubbletea (Grand opening promo/ all Ottawa location)
- Tappa Hair Salon - Mane Event Promo
- Ottawa Lebanese Festival - Giveaway
- Foodora Poutine Campaign
- La Belle et la Beuf - Giveaway
- The King Eddy - Giveaway
- Foodora x LCBO - City Launch Campaign
- Clocktower Pub x Mealshare - Giveaway
- Saunders Farm - Halloween Campaign (2018 & 2019)
- Burgers & Fries Forever - Giveaway
- Morning Owl Kanata - Dinner Launch Giveaway
- Beauty Time Lashes - Lash Extensions Giveaway
- Les Moulins La Fayette - Valentines Day Giveaway



## INSTAGRAM STATISTICS

**Overall Engagement Rate: 6.5%**

Profile Visits: 2000+ Weekly

Quality Audience: 7.1K

Reach: 18,000+ Weekly

Impressions: 180,000+ Weekly

**Giveaway: 800-3600 Entries**

**Story Views: 1800+ viewers daily**

IGTV Video: 2K+ Viewers

Instagram Live: 500+ Viewers

**Average Per Post Insight:**

Likes: 500 - 1,200

Comments: 60 - 140

Reach: 3,000 - 27,000

Engagement: 6% - 30%

Impressions: 5,000 - 30,000

### Detail Demographic Estimation



Ottawa, Ontario  
6955 followers



Canada  
9,700 followers



USA  
1000 followers



70% Female  
30% Male



**"Food is meant to be shared,  
loved and appreciated"**