

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





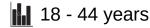


10.7K

464

126

DEMOGRAPHIC





🚯 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

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INSTAGRAM STATISTICS

Overall Engagement Rate: 6.5%

Profile Visits: 2000+ Weekly Quality Audience: 7.1K Reach: 18,000+ Weekly Impresions: 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"