

sc.d media kit



about shecooks.design

Shecooks.design is a creative business and cooking blog designed around local food and happy entrepreneurs. Shecooks.design focuses on whole, real foods, using local ingredients and brands as much as possible. Local brands are integral to the core of the shecooks.design business model.

about shelagh

Shelagh has a passion for all things food. She has art directed food publications, produced logos, packaging and branding for multiple small food businesses. She opened SheCooks, a whole grain baking mix business in 2006, supplying the Twin Cities area with delicious, healthy and locally-produced mixes. Shelagh also teaches cooking classes and develops recipes in her humble home kitchen. Shelagh will be attending and earning a certificate at the Dublin Cookery School in Ireland, January-March 2020.

services

- recipe development
- food photography
- advertising
- graphic design
- cooking classes
- social media collab

audience

- 76% women
- 24% men
- 28% are 25-34
- 18% are 35-44
- 18.5% are 45-54
- 18.5% are 55-64
- 16% are 65+

reader locales

- 82% north america (35% are minnesotans)
- 13% other countries
- 5% uk & ireland

reach

- Last 30 days
- monthly page views: 1607
- subscribers: 533
- facebook followers: 220
- instagram followers: 579
- pinterest followers: 1700
- linkedin followers: 715

fun fact:

The hubs and I built a pizza oven at our cabin, by hand, using clay, straw, sand, and water. Holy cow!



contact shelagh and let's see how we can work together!

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