

MELANIE NOTKIN

LIFESTYLE EXPERT • NATIONAL BESTSELLING AUTHOR • SPOKESPERSON • SOCIAL MEDIA INFLUENCER

Melanie Notkin is the founder of **Savvy Auntie®**, the lifestyle brand heralded by fabulous kid-friendly women everywhere as a celebration of modern, cosmopolitan Aunthood. The primary market is the **PANK® Professional Aunt No Kids**, the term Notkin coined in 2008 for the 23MM American women who are not mothers, but have a special bond with a child in their life.



Melanie@SavvyAuntie.com or (917) 449-2917

SAVVYAUNTIE.COM

Forbes Top 100 Websites for Women 2013, 2012, 2011
Webby Award Nominee, Best Family/Parenting Site 2009
SpringWise Top 10 Lifestyle Business Ideas 2008
400,000 Page Views
100,000 Visits

INFLUENCER

Coverage in NYT, WSJ, Mashable, BW

Facebook/SavvyAuntie: 94,000 highly engaged fans
Twitter/SavvyAuntie: 21,600
Instagram/SavvyAuntie: 2,170
Klout: 79

NATIONAL BEST-SELLING AUTHOR

SAVVY AUNTIE: The Ultimate Guide for Cool Aunts, Great-Aunts, Godmothers and All Women Who Love Kids
William Morrow HarperCollins, April 2011

Coming Soon:

OTHERHOOD: Modern Women Finding a New Kind of Happiness
Seal Press & Penguin Canada, March 4, 2014

FOUNDER: *Official Auntie's Day®*

CURATOR: Savvy Auntie Coolest Toy Awards

MULTIPLATFORM SPOKESPERSON

Television, Video, Radio, Social Media, Digital Media

UNIQUE APPROACH

Melanie Notkin is an Influencer, Savvy Auntie the Media Company, and PANK the demographic. By leveraging this perfect marketing storm, clients get a powerful 360° Influence campaign.

From social media to advertorial and sponsored features to TV segments, SMTs and video, to event hosting, Melanie Notkin can engage the right consumer on multiple screens. At once. You won't get that from major media companies with no 'personality' behind the brand. You won't get that from social media influencers who only appear online. And no one else reaches this niche like Melanie Notkin.

