



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.

Founder: SavvyAuntie.com

Forbes Top 100 Websites for Women 2012 and 2011
 Webby Award Nominee, Best Family/Parenting Site 2009
 SpringWise Top 10 Lifestyle Business Ideas 2008
 335,000 Monthly Page Views

National Best-Selling Author: SAVVY AUNTIE: The Ultimate Guide for Cool Aunts, Great-Aunts, Godmothers and All Women Who Love Kids (William Morrow/HarperCollins)

Founder: Auntie's Day®

Toy Expert: Savvy Auntie Coolest Toy Awards

Multiplatform Spokesperson:

Television, Video, Radio, Social Media, Digital Media:



- Bertolli
- Hallmark
- Schick Intuition
- Corolle
- JCPenney
- Scholastic
- Direct Brands
- Madison Square Garden
- Sprout
- Disney
- Olay
- TNT
- GoGo squeezeZ
- Oxygen
- Tropicana
- Hasbro
- PepsiCo WIN
- Yoplait & Yoplait Kids



One of America's Most Influential in Social Media:

Twitter:

Facebook:

Top 100 Most Powerful Women on Twitter
 (Twitter Grader)

Top 20 Twitter Elite in New York City
 (Twitter Grader)

Top 10 Women in Social Media
 (Yahoo Shine)

Top 5 Social Media Super Female Heroes In North America
 (The Next Woman)

Klout Score:

For more info on Melanie Notkin:

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- MelanieNotkin.com
- SavvyAuntie.com
- Facebook.com/SavvyAuntie
- Twitter.com/SavvyAuntie
- Youtube.com/SavvyAuntie

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