



# Melanie Notkin

Lifestyle Auntpreneur • Curator  
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.

**Founder:** SavvyAuntie.com

- Forbes Top 100 Websites for Women 2011
- Webby Award Nominee, Best Family/Parenting Site 2009
- SpringWise Top 10 Lifestyle Business Ideas 2008
- 252,000 Monthly Pageviews

**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™

**Curator:** Savvy Auntie Coolest Toy Awards

**Multiplatform Spokesperson:**  
Television, Video, Radio, Social Media, Digital Media:



- Bertolli
- Corolle
- Direct Brands
- Disney
- Hasbro
- Hallmark
- JCPenney
- Madison Square Garden



- Oxygen
- PepsiCo WIN
- Scholastic
- Sprout
- TNT
- Tropicana
- 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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[SavvyAuntie.com](http://SavvyAuntie.com)  
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[Twitter.com/SavvyAuntie](https://Twitter.com/SavvyAuntie)  
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