

LIFE OF A GINGER



ABOUT KATE

Writer | Wife | Mom | Foodie
Dog Lover | Entrepreneur



Kate Kelly is an over-caffeinated, work-from-home entrepreneur with 5 strong-willed daughters, 2 crazy black labs,

a turtle, and a husband of nearly 22 years.

In her spare time, Kate enjoys traveling the globe, sampling fine cuisine, and volunteering for charity events. Because she has no spare time, she instead manages an occasional trip through the drive-thru at Chick-fil-A (which counts as travel and dining) and “volunteering” to chauffeur her girls to their activities.

An avid reader, Kate carries her iPhone loaded with the Kindle app with her at all times so that she can read at stoplights, in waiting rooms, and when she is stuck waiting in the car for her daughters, because she doesn't have time to read when she is home.

WORK WITH KATE!

Brand Ambassador, Sponsored Posts, Social Media Promotions, Public Appearances, Giveaways, and Reviews

(rates available upon request)

ABOUT THE BLOG

It's not just a hair color, it's a state of mind.

Kate Kelly created Life as a Ginger (formerly My Mommy Brain) in 2008 as a platform to share with her family and friends the misadventures of a work-from-home mom with an infant that never slept. Kate's posts gained popularity with other moms around the world and she decided to start sharing more stories with her fans.

Follow along as Kate tries to navigate her way through life as a food-obsessed, crazed mom, entrepreneur, and travel enthusiast that rarely gets to travel—aside from the grocery store and events her kids are involved in.

Kate enjoys sharing her interests, experiences, and love of family, food, and fun.

Through her blog, Kate hopes to inspire others to experience new foods, drinks, and adventures, laugh at themselves, and enjoy their life & family to the fullest.

SOCIAL STATS

- 1.8k Pageviews/month
- 1.5k Unique visitors/month
- 10.1k Instagram Followers
- 4.1k Twitter Followers
- 2.9k Facebook Fans
- 2.1k Pinterest Followers
- 1.8k Email Subscribers

DEMOGRAPHICS



Age 25-44, 65%

South 45.5%

Midwest 17.3%

Northeast 14.1%

Pacific Coast 9.4%

West 5.9%

NC FOOD BLOGGER GROCERY CHALLENGE RECIPE WINNER

<https://LifeOfAGinger.com/sassool-grocery-challenge/>

POPULAR POSTS <https://LifeOfAGinger.com/popular-posts/>

PRaise



“Your post on our digital journal has been the most viewed story from 11/30 to the present. Plus, readers have spent an average of 2 minutes, 17 seconds reading your post where our site's average is 1 minutes 24 seconds. Woot! Woot!” -

Maria Fruci, Manager of External Communications, BJ's Wholesale