



MEDIA KIT • OCTOBER 2026

Easy recipes. Everyday inspiration.

RECIPE & LIFESTYLE CONTENT CREATOR • NEW JERSEY

Sparkles to Sprinkles blends easy recipes with shopping discoveries and seasonal inspiration. From family meals and kitchen finds to advent calendar unboxings, mystery boxes, and gift guides, Melissa brings a warm, practical approach to content filmed at home and in stores.

melissa@sparklestosprinkles.com • sparklestosprinkles.com • [@sparklestosprinkles](https://www.instagram.com/sparklestosprinkles) on Instagram

396,000+

TOTAL COMMUNITY ACROSS 5 PLATFORMS

One partnership can travel across blog, video, and social

300,204

Facebook
followers

64,623

Pinterest
followers

11,318

YouTube
subscribers

11.2K

TikTok
followers

9,008

Instagram
followers

Platform counts supplied October 18, 2026; Instagram updated October 27, 2026. TikTok count is rounded.

PROVEN PERFORMERS — CONTENT THAT HAS ALREADY TRAVELED

1.15M+ views

Nougat Candy — YouTube

Verified on YouTube: 1,157,025 views, 70K likes and 1,764 comments since Nov 2023, plus a wave of new followers last Christmas.

572,545 pins

World's Best Steak Marinade

Her first breakout recipe, per her Pinterest data — the original, widely copied under the exact same name. Also 4.4 stars from 618 reviews on her site.

124K views

Grillo's Pickle Dip — Instagram

124,000 Instagram views for a single-brand recipe video — a creator testing one product, getting converted, and endorsing it.

CONTENT SPECIALTIES

- Easy recipes & kitchen demonstrations
- Advent calendar series & unboxings
- Mystery boxes & product discoveries
- In-store videos & shopping hauls
- Holiday gift guides & seasonal inspiration
- Viral & trending recipe remakes

NOW BOOKING — HOLIDAY 2026

Gift guides, advent calendar series & Christmas recipes — her strongest season of the year.



Sparkles to Sprinkles

and everything in between • Media Kit, October 2026

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MEET MELISSA

A New Jersey creator and mom of four grown sons, Melissa turned her passion for home cooking into Sparkles to Sprinkles, sharing family favorites, product discoveries, and shopping inspiration through a warm, relatable approach her audience trusts.

She films at home and in stores and voices her own videos, creating easy, family-friendly recipes and holiday content that people save, share, and come back for season after season.

Her signature format keeps the product and finished dish front and center. For the right partnership, she is also open to select on-camera opportunities.



Melissa

Creator • New Jersey

WHY BRANDS WORK WITH MELISSA

● Multi-platform reach, one shoot

One partnership can run across her blog, Facebook (300K), Pinterest (64K), YouTube, TikTok, and Instagram.

● Trusted, relatable voice

A mom creator speaking to home cooks and shoppers in a warm, practical, no-fuss style.

● Content people save & share

Recipes and seasonal finds built for saves, shares, and repeat viewing — not just impressions.

● Seasonal strength

Gift guides, advent series, and Christmas recipes are her highest-performing season.

LET'S CREATE TOGETHER — PARTNERSHIP OPTIONS

Sponsored Recipe Video

Voiceover or short-form video, posted natively per platform

Product Demo & Unboxing

Honest, in-hand demonstration, at home or in store

Holiday Gift Guides

Placement in seasonal guides and gift-guide videos

Blog Post & Recipe Development

Original recipe on sparklestosprinkles.com with social promotion

In-Store Content & Hauls

Shopping hauls and finds filmed where your product is sold

Custom Campaigns

Multi-platform packages tailored to a launch or season

Rates and packages available on request. Custom quotes are based on deliverables, timeline, and usage rights.

Every brand featured in a video is tagged on every platform it is posted to.

PARTNERSHIPS & INQUIRIES

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