



MEDIA KIT / OCTOBER 2026

Easy recipes. Everyday inspiration.

RECIPE & LIFESTYLE CONTENT CREATOR

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.

A COMMUNITY ACROSS FIVE PLATFORMS

300,204

Facebook

followers

64,623

Pinterest

followers

11,318

YouTube

subscribers

11.2K

TikTok

followers

8,991

Instagram

followers

Platform counts supplied October 18, 2026. TikTok count is rounded.

MEET MELISSA

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

CONTENT SPECIALTIES

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

LET'S CREATE TOGETHER

Sponsored social videos & blog posts • Recipe development
Product demonstrations & unboxings • Holiday gift guides
In-store content & shopping hauls • Custom campaigns

PARTNERSHIPS & INQUIRIES

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