



Mackenzie Burgess, RDN
CheerfulChoices.com

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audience

My audience is primarily busy professionals who are drawn to better-for-you products and recipes. They like recipes that are flexible, simple, and can be completed with ingredients readily available at their local grocery store or online.

Website:

40,000+ unique page views per month

Instagram:

4 K followers

5% engagement

Pinterest:

5 K followers

1.7 M monthly views

Newsletter:

1.2 K audience

30% open rate

about the blog

My recipes are focused on fitting dietary preferences and using up food already on hand with customizable ingredients "of your choice". Hence, the name Cheerful Choices!

Learn more at on my [about page](#).



about me

Mackenzie Burgess, RDN is a Registered Dietitian Nutritionist and recipe developer based in Denver, CO. She is passionate about working with healthy food brands and elevating their key messaging. She also regularly appears on TV segments and top online media outlets.

- Media examples [linked here](#)
- Sponsored work examples [linked here](#)

services

Recipe Development
Food Photography
Food Videography
SEO Optimized Blog Posts
Social Content Creation
Broadcast Appearances
Online Media Mentions
Corporate Presentations



past brand collaborations



as seen in



Eat This, Not That!

BuzzFeed

myfitnesspal



Sponsored Content Examples



Instagram Partnership with Cache Valley Creamery



Blog Post + Social Partnership with Purecane Sweeteners



Instagram Reel Partnership with Bristol of Maine Seafood



Blog Post + Social Partnership with Bob Evans Egg Whites