

Stephanie *Nadia*

pull up a chair.

Let's create meaningful, impactful
content together.

FOOD, LIFE & STYLE FROM BROOKLYN, NEW YORK.





About *Stephanie*

food first, life woven in.

I'm a Brooklyn-born creative and storyteller with Trinidadian and Ecuadorian roots, proudly married into Haitian culture, raising two boys in New York City.

I built my first decade in plus-size fashion and beauty, partnering with brands including Bulgari, Steve Madden, and Drunk Elephant, making national commercial appearances, and developing a full production practice behind the camera as well as in front of it.

Then I stepped away for three years to raise my family. I came back to food: honest restaurant reviews, recipes worth saving, the city one meal at a time. It has become the strongest work I've made.

This is the two halves brought together. Food is the spine. Life and style are woven back in, where they always belonged.

At a *glance*

10+

YEARS IN FRONT OF AND
BEHIND A CAMERA

31K

REAL ACCOUNTS REACHED
EVERY MONTH

8.2%

INSTAGRAM ENGAGEMENT ON
ACCOUNTS REACHED

72.5%

OF VIEWS COME FROM
PEOPLE NOT FOLLOWING ME

11K

SHARES ON TIKTOK IN
TWELVE MONTHS

86.3%

WOMEN, THE HOUSEHOLD
FOOD DECISION-MAKER

*Boutique reach, editorial craft, and an audience
that actually cooks.*



The *numbers*

PLATFORM ANALYTICS · 28-30 DAYS ENDING 28 JULY 2026

PLATFORM		FOLLOWERS	REACH / VIEWS	ENGAGEMENT	STANDOUT
Instagram	PRIMARY	22,464	14,884 reached / mo	8.2%	72.5% non-followers
TikTok		6,576	621.9K views / yr	9.3%	11,000 shares / yr
YouTube	LAUNCHED 2026	82	2,600 views / 28d	44.1% RETENTION	13.7 watch hrs, +52%

72.5% of my views come from people who don't *follow me yet*.
My work functions as discovery, not as a note to an existing list. An 8.2% engagement rate against accounts reached sits well above the 1-3% typical at this size.

11,000 shares in *twelve months*.
Against 621,900 TikTok views, a 1.8% share rate. A share means someone decided a dish was worth sending to a specific person by name. It is the closest free proxy for purchase intent I have.

Who's at the *table*

86.3%

WOMEN
The household food decision-maker

74.7%

AGES 25-44
Split evenly 25-34 / 35-44

18.4%

AGES 45-64
Established, higher spend

46.5%

UNITED STATES
Roughly 10,400 US followers

12.4%

INDIA, UK, MEXICO
Next three markets

77.2%

ENGLISH & SPANISH
Primary languages

Overwhelmingly women in their late twenties to mid-forties who cook, host, and plan the family's meals. They save recipes and actually make them. Peak activity is 12-3 PM, Sunday through Tuesday.

Named plainly: about half my audience sits outside the US. For US-only delivery, plan around 10,400 US followers. For brands that ship internationally, or that want genuine reach into Caribbean, Latin American, and diaspora food audiences, that spread is the asset.



What I *make*

three rooms, one house.



Food

The spine, and my discovery engine. Honest reviews, recipes, and product used the way a real cook uses it.



Life

The Table We Share. Home, hosting, motherhood, faith, and the city: cinematic and unhurried.



Style

Back after a decade in plus-size fashion and beauty. Styled, on camera, and honest about fit.

- RESTAURANT & PRODUCT REVIEW REEL
- RECIPE REEL
- ILLUSTRATED RECIPE CAROUSEL
- ASMR & PROCESS, NO VOICEOVER
- HOSTED DINNER PRODUCTION
- TABLESCAPE & HOME CAROUSEL
- DAY-IN-THE-LIFE VLOG
- NYC GUIDE CAROUSEL
- WHAT I WORE / ATE / DID REEL
- PLUS-SIZE FIT & REVIEW
- GET-READY-WITH-ME
- SEASONAL EDIT CAROUSEL

Brands I've *worked with*

FASHION, BEAUTY & LIFESTYLE · THROUGH 2022

Bulgari · Steve Madden · Drunk Elephant · David's Bridal · Fashion to Figure · Odele

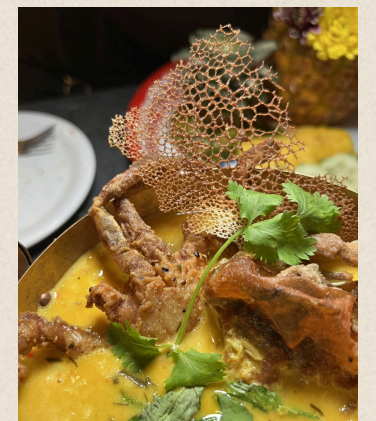
FOOD & LIFESTYLE · CURRENT

Fly by Jing · The Virgin Organic · Ippodo Tea · Serona Daily FALL 2026

RESTAURANTS & HOSPITALITY

STK Steakhouse · Sunday Mornings · La Farine · Gigi's Roman Cafe
Loveless Cafe · Frothy Monkey · Gus's Fried Chicken · Pancake Pantry · Muteki Udon

Plus further features published in the last year: Griddle & Rice, Luce Pasta, Kadamba Cafe, Butter Smash Burgers, Lemongrass Thai, Yono Sushi, Herbie's, Nem's, Prem Thai, Keke's Breakfast Cafe and White Post Farms.



Let's work *together*

tell me what you're launching.

Thank you for taking the time. I'd love to hear who you need at the table, and to build something worth remembering.

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