



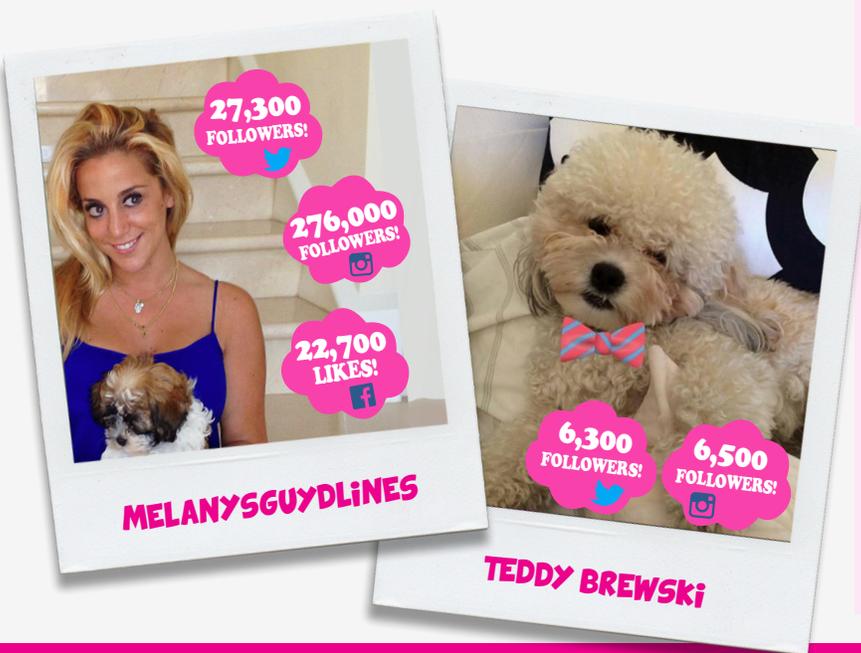
GUYDlines

A guyd written by someone who should not write a guide.



MEDIAKIT

MelanysGuydlines.com



MELANYS GUYDLINES

INSTAGRAM 276,000 FOLLOWERS

TWITTER 27,300 FOLLOWERS

FACEBOOK 22,700 LIKES

EMAIL: 23,300 SUBSCRIBERS

You Tube 8,100 SUBSCRIBERS

PINTEREST 9,950 FOLLOWERS

LINKED IN 2,496 CONNECTIONS

@SIRTEDDYBREWSKI

TWITTER 6,300 FOLLOWERS

INSTAGRAM 6,500 FOLLOWERS

OVER 200,000+ PAGE VIEWS FOR MONTH

ABOUT MELANY WYNN BERGER



Melany Berger (Better than a hotdog) a.k.a. – “Snarky” or Queen of Snark

All snark, all true. Nine lives worth of short stories, advice & raw judgement on relationships, life, products and everything in between.

These have all happened to me and I just write it like I see it. You may not like it, but I probably don't like you. I have lived at least 9 lives and thought I would offer a window into some of them. Chill out and get over yourself before you read these! Words of wisdom from one of the smartest people I ever knew. KISSEZZ.

I write about **working** (unknowingly) as a flytrap for ALL the stupid people in the world. I have been told that I need to write a book so, I started blogging!



About Melany Berger:

From Northern California originally, graduated Cum Laude from the University of Arizona but moved to Los Angeles following graduation to work for MTV, the William Morris Agency, Irving Azoff, and CAA in the music business (behind the scenes because I break car windows and make dogs bark when I try and sing). It was fantastic until I realized I was approaching 30'ish and no longer wanted to be a groupie in a rock band. So, I packed my things and relocated back to San Francisco where the freaks got weirder and my dating life nearly stopped because the guys were more interested in looking at each other than me which brought me back to Los Angeles. In LA, I had the opportunity to work in Marketing and Promotions with numerous high profile tours. I saw the change shifting in music to online media and enjoyed learning about social media. After suffering a few personal hardships, I wanted a change. I went down to *Barnes & Noble*, picked up a book called *Blogging for Dummies*, read 5 pages and started on my way. This is when I started MelanysGuydlines.com. It is my cathartic outlet.

The blog began as a dating blog but is now a lifestyle site. I wanted to cover more than relationships and discovered that brands were looking for influencers who wanted to monetize their followings. After completing another 2-year sentence in LA, I wanted a more “normal” life and relocated to Scottsdale, Arizona. Upon arrival in Phoenix, Melanysguydlines gained a lot more traction and my social media following increased considerably and is now over 450,000+ (not including my dog, Teddy Brewski's following who has over 12K followers as well). The landscape has rapidly changed in the past 8 years but it has been a challenging journey full of interesting experiences. I have worked with some of the biggest brands for the blog and now primarily as a social media influencer because people don't really like to read blog posts and would rather look at pretty pictures or watch video. Myself included! Also, I am the youngest member on the University of Arizona College of Social and Behavioral Sciences Advisory Board and guest lecturer in social media. BEAR DOWN!

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*Advertising prices and consulting fees available upon request

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ABOUT MELANY WYNN BERGER



Biography/MelanysGuydlines

Melany Berger is a “no-holds-barred” blogger and social media influencer. She is the creator of MelanysGuydlines, which is a lifestyle blog with a snarky twist. She will tell you that snarky is witty but younger and better looking and says what most are thinking but do not say themselves. Think Chelsea Handler with a splash of Perez Hilton. A professional in the music industry, Melany has worked for major entertainment giants such as MTV, Irving Azoff and the William Morris Agency. Knowing the business inside and out, Melany has no shortage of hysterical true tales of what it’s like to be a rock-star or at least party like one!

MelanysGuydlines won the *Best Dating and Relationship Blog of 2014*, the *Shorty Awards Vox Populi 2015* for the most fan nominations in the blogger category and toured the country with Cox Business as an influencer supporting startups. She was featured on the award-winning *Cats in the Corner Office* show whose past guests include University of Arizona President, Dr. Robert C. Robbins and Golden State Warriors Basketball coach, Steve Kerr. In 2017, she became Fohr verified and in 2018, was chosen as one of three influencers to represent MillerCoors for the Arnold Palmer Spiked debut campaign at the Waste Management Phoenix Open. The social media campaign led the product to be the top selling new brand of 2018 according to Nielsen. In 2019, @MelanysGuydlines was the top monthly influencer on Instagram for the NFL, Golden State Warriors, Kate Somerville, Jean Paul Gaultier, Dita Eyewear (two months), Tory Burch, and Tory Sport (three months) via Fohr Card. Melany’s dog, Teddy Brewski was voted Mr. December by his passionate followers and earned him a coveted spot in the Puppies Make Me Happy 2020 calendar. Melany was also featured as one of the top influencers to follow in Phoenix by VoyagePhoenix, invited to be an official social media influencer for Phoenix Fashion Week 2020 and a featured Trendsetter Leader by AZ Foothills Magazine 2020.



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ABOUT MELANY WYNN BERGER



In addition to writing about relationships, Melany has proven herself as a trusted brand ambassador and social media influencer. She loves giving back to her followers through partnering with brands and offering exclusive opportunities. Melany has worked with top tier brands ranging from Microsoft, Lenovo, Cox Communication, Bud Light Lime, Amazon, American Express, Disney, Overstock, USA Networks, Adore Cosmetics, Vanity Fair, MillerCoors, the NFL and many more. She only works with brands she personally uses herself. Trust is everything. Melany will only share brands that she can personally vouch for and remember not all influencers are created equal! Check out her media kit for a list of various and diverse brands she loves and has had the pleasure of working with: melanysguydlines.com/media

When Melany is not blogging or representing brands, she can be found engaging with her followers online. She has amassed a large and loyal following of 450,000+ on her social media channels (including her dog, Teddy Brewski who has his own loyal social media following of over 12K).

Melany is the youngest Advisory Board member at the University of Arizona for the College of Social and Behavioral Sciences and enjoys lecturing and teaching students about the future of social media and how they can turn social media influence into a profession. She is an active member on the Student Engagement and Marketing Committees for the Advisory Board as well as a recurring guest lecturer for eSociety at the University of Arizona.

Melany's family created two scholarships in her sister's name at the University of Arizona after her passing in 2010. The two scholarships are among the most prestigious at the University. The Brenna Ilana Berger Memorial Scholarship covers a good portion of in-state tuition, room and board, and books. It honors her sister's memory as an At-Risk School Counselor in Los Angeles by enabling students who have faced significant obstacles in the pursuit of their college education. Her family is very active in keeping close contact with the scholarship recipients.

Media Kit: melanysguydlines.com/media

MelanysGuydlines – (the bible): melanysguydlines.com

Follow me on Instagram (my mom does): [@Melanysguydlines](https://www.instagram.com/Melanysguydlines)

Follow me here: (only if you are sane): [@Melanyb12](https://www.instagram.com/Melanyb12)

Like me (I do): [facebook.com/MelanysGuydlines](https://www.facebook.com/MelanysGuydlines)

Contact me: melanysguydlines.com/contact-me

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[facebook.com/MelanysGuydlines](https://www.facebook.com/MelanysGuydlines)

Awards, Nominations & Achievements

- Top monthly influencer on Instagram for the NFL, NHL, Golden State Warriors, Kate Somerville, Jean Paul Gaultier, Dita Eyewear (two months), Tory Burch, and Tory Sport (three months) via Fohr Card 2019.
- Teddy Brewski voted Mr. December by his followers and earned him a spot in the Puppies Make Me Happy 2020 calendar.
- Named as a top influencer in Phoenix, AZ by VoyagePhoenix 2018.
- Fohr Card verified 2017.
- Social Ambassador for Cox Blue/Business 2017.
- Guest on the University of Arizona Alumni Award-Winning, Online Speakers Series "Cats in the Corner Office".
- Brand Ambassador for Adore Cosmetics 2017.
- Brand Ambassador for JoFit Apparel 2016/2017.
- Shorty Awards Vox Populi Winner in Blogger 2015.
- Shorty Awards Finalist in Blogger 2015.
- Influencer for Cox Communication.
- Guest Co-Host for Nationally Trending "Social Hangout" Friday Show.
- Official Blogger for Cannes Fashion Festival 2015.
- Bad Ass Blog Award Winner 2014.
- Member of University of Arizona Advisory Board for the College of Social and Behavioral Sciences: Marketing and Student Engagement Committee Member.
- Guest Lecturer at the University of Arizona for social media and branding.
- Member of BlogHer and Burst Media Publishing Networks.
- Nominated as one of Forbes top 100 new websites for women.
- Featured by PerezHilton.com.
- Interviewed and covered projects for Antonio Sabato Jr., Match.com, The Bachelor's Chris Harrison, Monster Energy Drink, Diet Dr. Pepper, Ford Models, Scarlett Johansson for SodaStream, Jane Seymour, Sevendust's Lajon Witherspoon and more.
- Lango App featuring MelanysGuydlines channel and 5 avatars based on Melanysguydlines.com brand.
- Member of Social Fabric, Single Edition Media, Media Whiz, Blur Media, Vocus, Clever Girls Collective, Sway Group, Inflenster, Sverve, Blogdash and more.
- Featured radio and podcast personality.
- Affiliate advertiser for companies such as Living Social, Nordstroms, iTunes, Starbucks, Virgin Airways, Hotels.com, Steve Madden and more.
- Part of the founding team of iloveallaccess.com (currently VIP Nation) which set the precedent for VIP ticketing today.
- High profile event coverage.
- IMDB credits for Kevin Farley film featuring Maria Menounos, Eric Roberts and Tom Sizemore.
- Featured publication on Issuu.
- Invited by Jessica Northey to cover the Pepsi Gulf Coast Jam on behalf of Firestone Tires.
- Member of Social Fabric.

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Featured Brands

Adore Cosmetics
Amazon
American Express
American Greetings
American Heart Association
American Idol
Andre Chamagne
Aquafresh
Arnold Palmer Spiked
Babies"R"Us
Band Aid
Beachbody
Best Buy
Blimpie
Blogher
Brita
Brock Beauty (Hairfinity)
Bud Light Lime
Burt's Bees
Cars.com
Cate and Chloe
Char Grill
Chevrolet Traverse
Coca-Cola
Corksicle
Cox Communication
Cox Giglife
Deep Sea Cosmetics
Def Leppard
derma e®
Derma MD
Disney
Dove
Droid Turbo
Dunkin' Donuts
eHarmony
Elizabeth Arden
Evian®
Evite
Fiber One
Fifth Third Bank
FabFitFun
Fox American Idol
Fox Grease Live!
Freshpet
Galderma
Garnier
General Mills
Glidden Paint
GoDaddy
GoGo SqueeZ
Great American Milk Drive
Green Mountain Coffee
Hairfinity
Hello Cheri
H&M
Honestli
HSN
IAMS
ICJUK
Issuu
Izola Style
Jan Lewis Designs
JC Penney
Kraft Summer Grilling
Krispy Kreme Doughnuts
Kristals Cosmetics
Land O' Lakes
Lenovo
Letgo
LG Studio
Little Viper
L'Oreal Revitalift
Lyft
M&M's
Marie Claire
Martian Watches
Match.com
Microsoft
Mike's Hard Lemonade
Milano Cookies
MillerCoors
Monat
Morana
Muppets Most Wanted
Murad
National Breast Cancer Foundation
Nature's Recipe
Nerium
New York Life
NFL
Olivia + Joy
On The Record With Mick Rock
Origami Owl
Ovation TV
Overstock
Palladio Beauty
Parsons School
Pedigree Puppy Bowl
Physicians Formula
Pringles Summer Jam/Live Nation
Puppy Bowl
Purina
Ramsey Lewis
RetailMeNot
Retro Brand
Sam's Club
San Disk
Sephora
Shoebox Cards
Shoe Swipe
Signature Brands/Safeway
Skinny Cow
Soda Stream
SpiffySquare
Star Registry
Stouffers
Sunrun
SunTrust
Talking Stick Resort
Target Sonia Kashuk
Tate + Lyle Sugars
Teen Vogue
Tego Audio
The Accessories Council
The Movie Network
Timbaland
TopDogDinners
UGallery
USA Networks
Vanity Fair
Vapor Couture
Vita Coco
Vitafusion
Vroom
Walt Disney World
Wellness Brand
Vaseline
Vendedy
Vizo News
Z Living Network
Zazzle
Zipcar
Zoolander 2
Zyrtec

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What people are saying

“ What’s the saying? If it sounds too good to be true than it probably is. Melany is the true exception to that rule. Her background and experience was exactly what I was looking for to take The Riff with Jack Trash to the next level. After one conversation, we had a plan in place for an exciting promotion. No negativity to any question or idea. Her answer was, Ok let’s see how we can make it work. When it was all said and done. 56,000 plus entries, social media numbers were more than quadrupled. Melany’s ability to communicate left nothing to chance. Everything went off without a hitch. I can’t wait for our next collaboration.

Jack McKissock

Afternoon Drive personality at WXNX Sun Broadcasting
October 4, 2018

“ Melany Berger is an incredible social media darling! She has so much positive energy and I love her rock-n-roll edge and business mind! She is very professional, extremely resourceful and just simply amazing at what she does! She is very responsive and is a pleasure to work with. I would highly recommend Melany Berger!! She ROCKS!!

Claire Jane Vranian

CEO/Owner/Designer at ICJUK.com
September 26, 2018

“ It is a pleasure to have worked with Melany on a few projects thus far, and have many future projects pending. She has been very successful in providing our brands with proven and visible results from the various collaborations we’ve done together and we look forward to a successful relationship for the future! Highly recommend utilizing her skills for all of your social media marketing needs!!!!

Arielle Fried

PR | SM | IP at Adore Organic Innovation
February 15th, 2017

“ Melany is a pleasure to work with. Her punctuality and professionalism come across very clear, and the results speak for itself. I would love the opportunity to work with Melany again as our client was extremely pleased with the outcome of our Mother’s Day giveaway campaign.

Lindsay Walus

at Wagstaff Worldwide, Account Supervisor
May 10th, 2016

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What people are saying

“ Fun, enthusiastic, pretty, and very informative, Melany embodies a Social Media Influencer. I love her consistency and practical approach when blogging. Her content is in your face and witty so you get a good laugh but learn social media marketing from her content. I had the honor of having her on my Podcast, and I must say, it was my best interview so far in 2016!

Shon Hyneman

Kairos Social, The Doctor of Love Show Podcast, Never Again Ministries
April 6th, 2016

“ I was initially impressed with Melany Berger’s enthusiasm, communication skills and professional demeanor when I met her fifteen years ago as a student studying at the University of Arizona. During those four years she consistently demonstrated all of these qualities and more, and I heartily endorse her for any social media, blogging, writing, humor and communication skills.

Melany is reliable, dedicated and eternally upbeat. Her ability to multitask effectively and to handle a high-volume workload is unparalleled. She consistently meets and exceeds her clients, followers and friends expectations. Melany is a leader and is also very accurate and thorough.

Organized and diligent, Melany quickly learned technology and social media as if she had been blogging since childhood!

Melany is a hardworking, top-performing, creative professional. She has my highest recommendation!

Lisa Marks

Senior Account Manager at PUSH Marketing & Promotions
November 28th, 2015

“ Love working with Melany! Very detail oriented, proactive and can work on the fly if need be. SHE GETS RESULTS!! I’ve done 2 promotions for our company and they both exceeded my expectations. In addition, she’s funny, and a great contact to have. I highly recommend.

Andy Hyman

Proven Sales and Social Media Professional
March 6th, 2015

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