



GUYDlines

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



MEDIAKIT

MelanysGuydlines.com



Fohr Card Verified 2017



2015
VOX POPULI WINNER
& FINALIST in BLOGGER
MelanysGuydlines @Melanyb12

BAD ASS BLOG AWARD WINNER
2014
BEST SEX, DATING AND
RELATIONSHIP BLOG



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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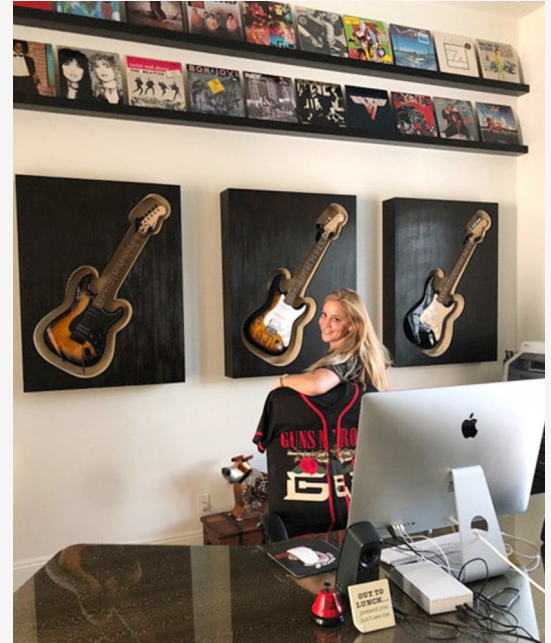
ABOUT MELANY WYNN BERGER



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**

Follow me here: (only if you are sane): **@Melanyb12**

Like me (I do): **facebook.com/MelanysGuydlines**

Contact me: **melanysguydlines.com/contact-me**

Email: **Melanyb@me.com**

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

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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

Source: LinkedIn.com

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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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