

The Redhead Baker

Home cooking and baking made easy!



About Me

I am a Philadelphia-based food blogger with a solid audience and presence across all major social media platforms. By day, I'm a graphic designer for a leading eCommerce fulfillment company, and by night, I share my favorite recipes in an effort to make home cooking and baking easy for cooks of all skill levels. I have an Associate of Science in Pastry from the Restaurant School at Walnut Hill College in Philadelphia, PA, where I graduated Summa Cum Laude.

I partner with brands such as Cooking Light, OXO, and Nielsen-Massey. I have been featured on women's interest and food retail websites, and have been interviewed by The Washington Post.

About TheRedheadBaker.com

In 2012, I founded my food blog, The Redhead Baker and since then have steadily grown my audience both in terms of pageviews and social media followers.

My primary audience is based in the United States (75%), while other visitors come from Canada (7%), the UK (3.2%), and Australia (2.16%).

My demographic is largely female (80% women vs. 20% men) and the primary age range is 25 to 34 (32%), then 35 to 44 (19.5%), 45 to 54 (14.5%), 18 to 24 (13.8%), 55 to 64 (13.5%) and 65+ (5.9%).

In comments submitted during my annual survey, readers have commented, "I love your blog for finding inspired yet realistic recipes. Every recipe we've tried has been deemed 'must make again!'", "I like your ease of recipes...not too much fussing.", and "I love your blog, and I got my mom reading it, too!"



34,000+

Average unique visitors per month*

50,000+

Average pageviews per month*

6,990



3,305



1,567



1,034



*Average taken from 12/12/2016 to 03/12/2017