

# Talia Koren

## Meal prep Influencer



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# FAST FACTS



I'm from New York City and am based in the mountains of Colorado temporarily. Before moving to the mountains, I was a health trends writer at an online publication.



I've been featured in articles on Greatist, Elite Daily, Health.com, Shape, Women's Health, Prevention, NBC Health and more.



I'm a self-taught cook with a flexitarian diet. I eat everything but am known for my vegan recipes. Instead of teaching others how to lose weight, I empower people to eat intuitively and trust their bodies. For me, meal prep is about maximizing your time to get more out of life.





# PRIMARY CHANNELS

**Instagram:** @workweeklunch

125k+ followers

10k daily story viewers

up to 16k impressions on stories

Avg 1,500 likes + 50 real comments/post

**Blog:** [workweeklunch.com](http://workweeklunch.com)

40k uniques and 80k page views/month

**Email list:**

~9,000 subscribers | 22% avg open rate

**Youtube:** [youtube.com/taliakoren](https://youtube.com/taliakoren)

500 subscribers



# MY AUDIENCE

- 87% female
- Mostly age 24-35
- My blog and Instagram have global reach. **The top locations outside of the US** are the UK, Canada, Australia, Germany and South East Asia.
- **Top cities:** New York, Sydney, Toronto, Chicago and Los Angeles
- My audience's top priorities are health, convenience and saving money on food.







# BRANDED CONTENT OPPORTUNITIES

- SEO blog posts
- Social media videos
- YouTube videos
- Instagram posts
- Instagram stories
- Emails to subscribers
- Facebook Live
- Instagram Live

Examples provided upon request.





## BRANDS I'VE WORKED WITH



LÄRABAR



LOCK & LOCK

evo  
hemp



mealprep  
SOCIETY