

SUMMER KESSEL, RD, CSOWM, LDN

NUTRITION | FITNESS | GLP-1 | WEIGHT LOSS

ABOUT ME

Summer Kessel is a Registered Dietitian and Certified Specialist in Obesity and Weight Management, published author, content creator, and busy mom of two from Tampa, Florida. She is currently serving as Co-Founder & Chief of Operations, Community & Nutrition at Vineyard, a virtual weight management and cardiometabolic health clinic. She is a patient on GLP-1 medication, sharing her personal journey on social media @summerthedietitian to build a community that encourages and supports others.



AUDIENCE DEMOGRAPHICS



US



Canada



UK



Australia



93%



7%

10+ years experience
creating online

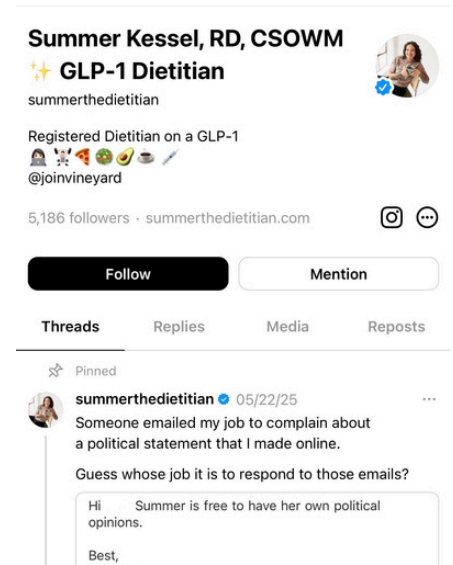
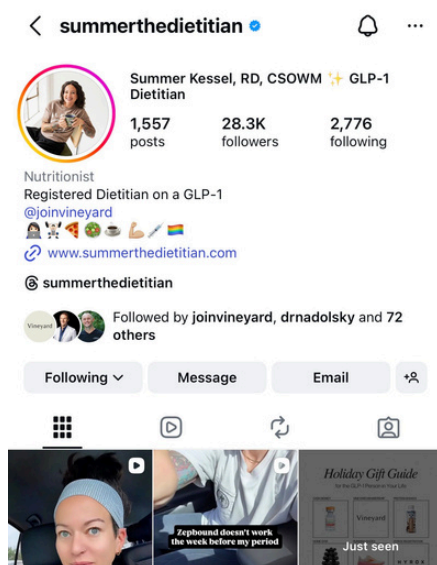
Avg Views:
2M / 30 days

PREFERRED PLATFORMS

Instagram 28k

TikTok 60k

Threads 5k



LETS WORK TOGETHER

Available for mentoring, consulting, social media content creation, brand endorsement, speaking opportunities, expert panels, advisory boards, podcasts and expert content reviews.



SPONSORED CONTENT RATES

IN-FEED IMAGE	\$500	CTA IN STORIES	\$750
SHORT FORM VIDEO	\$1500	ONGOING AFFILIATE	\$500

* Rates subject to negotiation, influenced by terms related to exclusivity, payment schedule & reuse rights.

PROFESSIONAL STANDARDS

Thank you for your interest in working together. I am very selective as to brands and individuals with whom I collaborate and share with my audience. Below are some standards with which our content will need to align.

Ideal Partnerships:

- Pro-Science and Evidence-Based
- Awareness of Social Determinants of Health
- Affordable and Practical Products
- Food is Tasty and Useful
- Relevant to my Audience
- Value Inclusive and Progressive Messaging
- Creative Freedom & Flexible Scripting
- Clear Timelines & Efficient Communication
- Something I would Personally Use & Enjoy

Deal Breakers:

- MAHA or MAGA Influencer Associations
- Anti-Science or Anti-Vax Positioning
- Republican Political Contributions
- Food or Ingredient Fear Mongering
- Anti-DEI or Alt-Right Messaging
- Products are Overpriced or Unnecessary
- Unpaid Work or Freebies Only Deals
- Sales or Click-Based Earnings
- Excissive editing, proofing, scripting