

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](https://www.instagram.com/summerthedietitian) to build a community that encourages and supports others.



AUDIENCE DEMOGRAPHICS



PREFERRED PLATFORMS

Instagram 28k

TikTok 60k



Threads 5k

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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
- Excessive editing, proofing, scripting