



# Kat Lieu



*Founder, Subtle Asian Baking*  
*Food writer of modernasianbaking.com*  
*Recipe Developer/Content Creator*  
*Author, Modern Asian Baking at Home*

Kat's community, Subtle Asian Baking, is over 300K strong across social media channels, and her website, **modernasianbaking.com** reaches over 50K unique readers per month.

**116K**

INSTAGRAM  
FOLLOWERS

**143K**

FACEBOOK  
MEMBERS

**61k**

TIKTOK  
FOLLOWERS

**13M+**

MONTHLY REACH

## Demographics & statistics

12-24 53%  
25-34 15%  
35-44 4%  
Women 75%  
Eng Rate 8%



54%



6.5%



4.5%



4.5%

Let my community of over **300K** and my monthly reach of over **10M+ people** be **your audience**. My strategy is to drive my followers to your brand through:

- Social media: Reels, TikTok, Pinned Posts, Shorts
- Website advertisement & honest reviews
- Professional recipe development with appealing photography and videography
- Customized packages specific for your company and products
- Brand collaborations
- Giveaways

