



# 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.

**102K**

INSTAGRAM  
FOLLOWERS

**142K**

FACEBOOK  
MEMBERS

**57k**

TIKTOK  
FOLLOWERS

**10M+**

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

