donnt digest

DONUT BLOGGER & MARKETING CONSULTANT

about me

I'm Rory, a donut enthusiast and blogger with a background in marketing/ design. My job is two-fold: I connect donut lovers with the best donuts and dessert accessories across the country. I also help busy donut shop owners create compelling marketing so that they can turn followers into customers.

	2016 🗕 🗕		2018
n timeline of Service	Founded Donut Digest,	Created fun digital	Kicked off an interview
	beginning with reviews of the top artisan donut	downloads for my audience, including	series with national donut experts
Service	shops in Dallas-Fort	iPhone wallpapers and	experts
	Worth	GIFs	
	2018 🖕 🗕	2019	2019
	Hosted a donut and	Co-founded Dallas Donut	Created Google donut
	watercolor painting party	Fest, the first-ever food	maps for DFW, Austin/San
	with a local artist	festival dedicated to donuts in North Texas	Antonio, Chicago, Philadelphia and NYC
statistics			(\mathcal{P})
My web and social media followers are decidedly millennials like me: Heavy female audience, primarily in the 25-34 age range.		.1K 737 utdigest	53.1K impressions in the past 90 days

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services offered

Event coordination Giveaways Graphic design Marketing advisory Photography Product reviews







FOODIETRIBE

culturemap

Umami Wear

Modern Foodie Apparel

past collaborations

Donut shops

Dessert apparel brands

DFW media outlets

DFW food bloggers

featured on

WFAA News 8 Daybreak

National Donut Day (June 2018) Beer & Donut Pairing with Pink Boots Society (August 2018) Dallas Donut Fest Promotion (March 2019)

Voyage Dallas Trailblazers Series

Shannon Mattern's Podcast: "Peptalks for Side Hustlers"

December 2019

