



## Well Hello!

My name is Cece. I'm a recipe developer and blogger passionate about baking and finding new ways to fuel our souls with joy and good food. I reach over 112,000 people monthly worldwide. I spend my day testing new flavors and techniques to create fun, simple recipes for all levels of bakers to inspire folks to feel confident in and out of the kitchen through easy to follow, body positive recipes.

### BY NUMBERS



1,200+ FOLLOWERS  
@bakingbycece



1,800+ FOLLOWERS  
@bakingbycece



300+ FOLLOWERS  
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1.3K MONTHLY VIEWERS  
@bakingbycece



4K+ IMPRESSIONS PER MONTH  
bakingbycece.com

### BY GENDER

75.5% WOMEN  
24.4% MEN

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### BY AGE

MOSTLY AGES 25-34

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### BY LOCATION

U.S.A., INDIA, U.K., CANADA,  
AUSTRALIA