

# CHIC INFLUENCER

## About Chic Influencer



In 2019, Melanie Mitro and Katy Ursta, created Chic Influencer after 9 years scaling their own online brands and training others in their organizations to do the same. They shared a vision of helping other business owners start, scale and navigate the “messy middle” of entrepreneurship through community, courses, consulting and relevant media content. With a unique spin on marketing and collaboration these women provide clients with strategic business planning and personalized branding through social storytelling.

## Chic Services Include:

- The Make Chic Happen Podcast
- #MAKECHICHAPPEN: Your 52 Week Social Media Game Plan (Amazon Bestseller)
- Business Consulting
- Mentorship Programs
- Corporate Training
- Keynote Speaking
- Chic Online Community
- No More Failure To Launch Course
- Chic Your Gram Social Media Audits



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The Make Chic Happen  
Podcast



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*Katy Ursta and Melanie Mitro*

connect with us:

[www.chicinfluencer.com](http://www.chicinfluencer.com) | [support@chicinfluencer.com](mailto:support@chicinfluencer.com)

## Audience

96%

Women

76%

Ages 25-44

92%

North America

8k+

Email Subscribers

10.3k+

Monthly Facebook  
Reach

26.7k+

Monthly Instagram  
Reach

10k+

Monthly Website  
Page Views



18.3k+

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328k+

Make Chic Happen  
Podcast Downloads



4.9k+

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## Melanie Mitro

- CEO Award Recipient
- 4 Time Top Coach of TeamBeachbody
- Keynote Speaker on Leadership and Business Strategy
- Amazon Best Selling Author

## Katy Ursta

- Author of The Back Pocket Prayer Journal
- Humanitarian of the Year Award Recipient with TeamBeachbody
- Amazon Best Selling Author

As Seen In:



Followers

Monthly Reach (avg)



93k+

@melaniemitro



61.4k+

@melaniemitro



276k+

@melaniemitro



19.5k+

@melaniemitro

Followers

Monthly Reach (avg)



24k+

@katy\_ursta



42.4k+

@onefitfighter



118k

@katy\_ursta



270k+

@onefitfighter