

CHIC INFLUENCER

About Chic Influencer



In 2019, Melanie Mitro and Katy Ursta, created Chic Influencer after 10 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
- Social Media Marketing & Content Creation Academy Course
- Chic Your Gram Social Media Audits



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@chicinfluencer



The Make Chic Happen
Podcast



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Katy Ursta and Melanie Mitro

connect with us:

www.chicinfluencer.com | support@chicinfluencer.com

Audience

96% Women **76%** Ages 25-44 **92%** North America

11.3k+

Email Subscribers

10.3k+

Monthly Facebook Reach

26.7k+

Monthly Instagram Reach

10k+

Monthly Website Page Views



22.4k+

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475k+

Make Chic Happen
Podcast Downloads



5.9k+

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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)



94.2k+

@melaniemitro



58.7k+

@melaniemitro



276k+

@melaniemitro



19.5k+

@melaniemitro

Followers

Monthly Reach (avg)



30.5k+

@katy_ursta



53.5k+

@onefitfighter



118k

@katy_ursta



270k+

@onefitfighter