



# CIAO KELSI

*Cute Babies*  
*Pretty Pics*  
*Mom Tips*  
*Vulnerable*  
*Emotional*  
*Authentic*  
*Funny*  
*Sassy*

76%

USA / CANADA

83%

WOMEN

25K

REACH

## *Ciao! I'm Kelsi...*

Relatable Motherhood & Infertility Advocacy

### GET IN TOUCH

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FB Ciao Kelsi 3.1K | TikTok ciaokelsi | LinkedIn Kelsi Vescarelli

[www.motherofembryos.com](http://www.motherofembryos.com)

# About Me...

## KELSI RIBECCO

Hi! I'm a marketing professional with 11 years experience in the fast growth tech and computer software industry. I am a certified digital media specialist (graphic designer) who loves social media and content creation! My IG growth began organically as I shared our IVF journey and this led to authentic connections and community that helped me through the hardest time in my life. I am passionate about advocating for the 1 in 6 who suffer from infertility and helping others navigate their own journeys. I continue to share my personal growth + motherhood in real time through relatable topics. I love supporting small businesses + local brands by sharing my favorite products & services. My 2024 goals include thoughtfully shifting to a focus on family organization & routines + travel & adventure while continuing to break stigmas surrounding infertility. I aim to partner with companies I am passionate about to bring more value to my followers. Additionally, I plan to expand my social footprint with TikTok growth, building my website + blog, offering guides + templates and starting a tangible not-for-profit to help those who can't afford fertility treatments in my local community.



### IG STATS

\*\*Last 30 Days

61%

NON-FOLLOWER  
(REACH)

98K

OVERALL  
IMPRESSIONS

2.5K

AVERAGE PLAYS  
+ IMPRESSIONS

100

AVERAGE  
LIKES

15

AVERAGE  
COMMENTS

4.7K FOLLOWERS | 3.2% ENGAGEMENT RATE

\*\*Per Post



### AUDIENCE INSIGHTS

83 % WOMEN | 17 % MEN



#### Top Countries

43%	United States
33%	Canada
4.6%	United Kingdom
2%	Italy
2%	Australia

#### Top Cities

18%	Calgary
1.3%	Toronto
1.1%	New York
0.8%	Edmonton
0.7%	Airdrie

#### Age Range

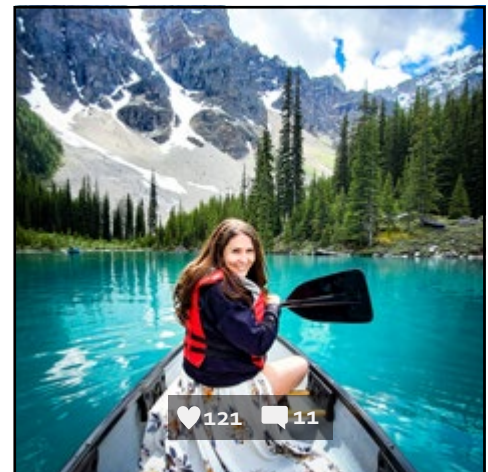
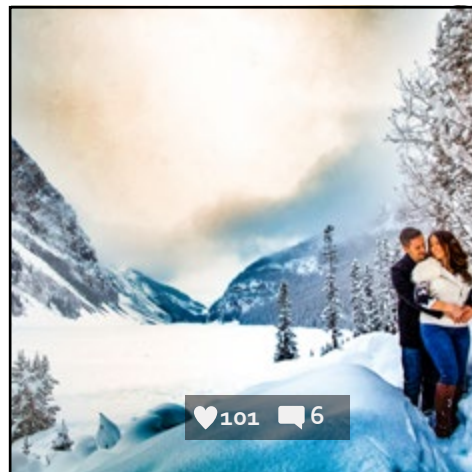
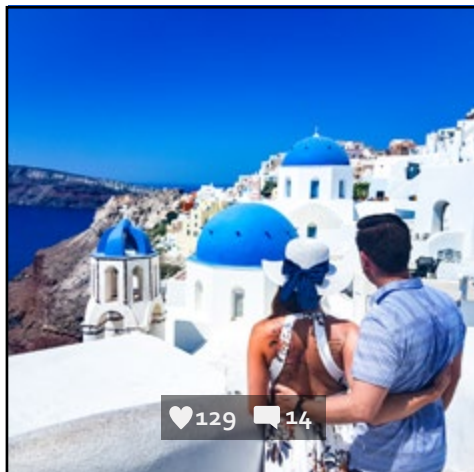
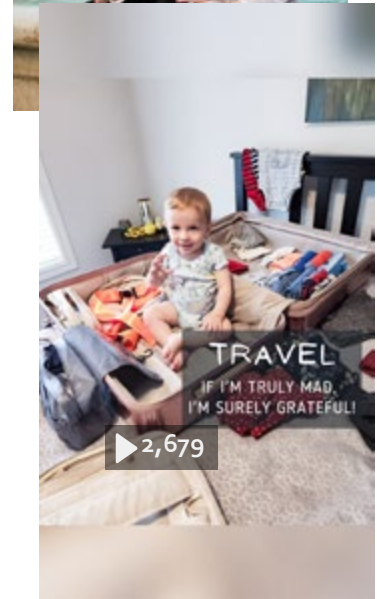
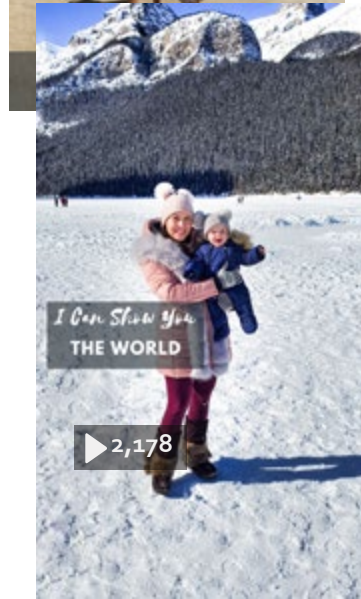
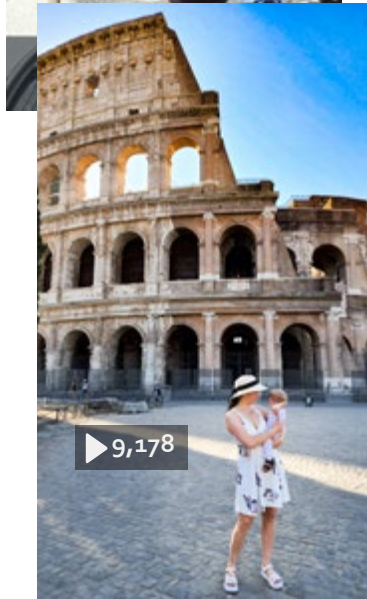
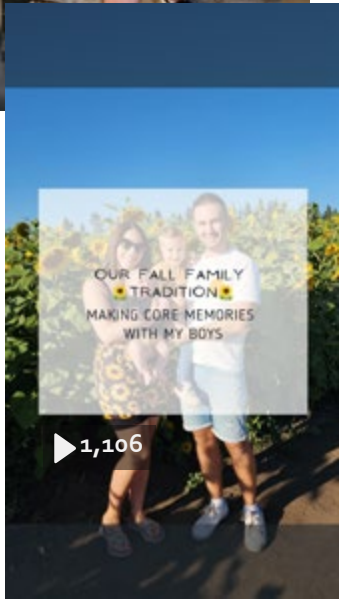
4%	13-24
37%	25-34
45%	35-44
9%	45-54
5%	55-65+



# Portfolio...

Family Travel & Adventures

KELSI RIBECCO | @CIAOKELSI | CLICK ON AN IMAGE BELOW





# Portfolio...

Relatable Motherhood & Infertility Advocacy

KELSI RIBECCO | @CIAOKELSI | CLICK ON AN IMAGE BELOW

