

Stacey Hoffer Weckstein

EvolvingStacey.com



CONTACT INFORMATION

Stacey Hoffer Weckstein
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ABOUT

Mission Statement: To shift the consciousness and happiness of moms and children around the world.

Stacey Hoffer Weckstein is the founder of the [Inspiring Moms Network](#), [Inspiring Social Media, Inc.](#) & the Chicago Spa Moms.

She shares her mind, body, spirit, motherhood, and travel adventures as a lifestyle blogger at [EvolvingStacey.com](#).

Stacey was an official blogger for the Oprah Winfrey Network and in 2011 was listed in the book [Power Moms: The New Rules for Engaging Mom Influencers Who Drive Brand Choice](#) by Maria Bailey.

Originally from metro-Detroit, Stacey currently lives in Chicago with her husband and two children.



SOCIAL MEDIA PRESENCE

- Twitter: <http://twitter.com/evolvingstacey>
- Facebook: <https://www.facebook.com/evolvingstacey>
- LinkedIn: <http://www.linkedin.com/in/staceyhofferweckstein>
- Pinterest: <http://pinterest.com/evolvingstacey>
- YouTube: <http://www.youtube.com/user/momrenewal>

SOCIAL MEDIA STATISTICS *updated February 15, 2013*

- Monthly Unique Visitors: 12,000
- Monthly Pageviews: 15,500
- Twitter Followers: 11,315
- Facebook Friends: 1,050
- YouTube Views: 28,442
- LinkedIn Connections: 608
- Pinterest Followers: 390
- Klout Score: 65
- Google Page Rank: 3
- Alexa U.S. Ranking: 268,676

RESORTS AND TRAVEL



Stacey is also a luxury and family travel blogger and is currently accepting invitations to partner with family-friendly hotels & resorts, destination & day spas and retreats. Stacey provides reviews and recommendations from both a mom's perspective and a family's perspective (meaning she blogs about spas & relaxation and family/kid fun).

A sample of hotels and resorts Stacey has worked with include The Westin Hotels & Resorts, The Four Seasons, Boyne Resorts, The Swissotel, The Talbot Hotel, Mission Point Resort, The Peninsula Hotel, and Crystal Mountain Resort & Spa.



BRAND RELATIONSHIPS

Stacey has worked with brands in a variety of ways including brand ambassador programs, social media campaigns, product reviews, conference sponsorships, and in-real-life blogging events. Here is a sample of some of the brands Stacey has worked with on EvolvingStacey.com.



READER DEMOGRAPHICS

EvolvingStacey.com is read primarily by college-educated women, between the ages 35 to 45, who have children, an annual household income over \$100,000, and live in the United States.

RECENT SPEAKING ENGAGEMENTS

- Brand and Blogger Summit, July 2012
- Listen to Your Mother, May 2012