



# Brand Media Kit

Caitlin Sakdalan  
Content Creator, Social  
Media Influencer/Strategist



My passions : **F A T**  
aka food and travel  
shine through

**be(fat)behappy**

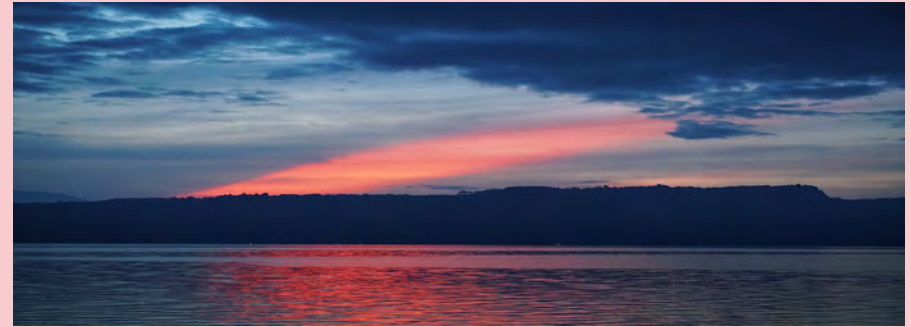
an outlet and extension of who I am.

# Core Drivers

**FAT is an acronym for food and travel, two universal connectors that make us happy, meant to feed our appetite, feed our soul, and feed others.**

## FEED YOUR APPETITE:

I have a burning desire to be a young, authentic perspective to food and travel culture through interactive content and storytelling. I constantly declare that **calories are just numbers, count memories instead.** I do this by feeding my appetite in various destinations, evoking our innate epicurean desires and emotional attachments to food and travel.



**FEED YOUR SOUL:** Eating and traveling, experiences essential to leading a good life, open us up and deepen our understanding of the world we live in. I consistently say **stay hungry** which for me, means to learn and grow, a process of life that should never stop. I'm constantly looking to feed my soul in this way, striving to be the best person I can be for the Lord and for myself.

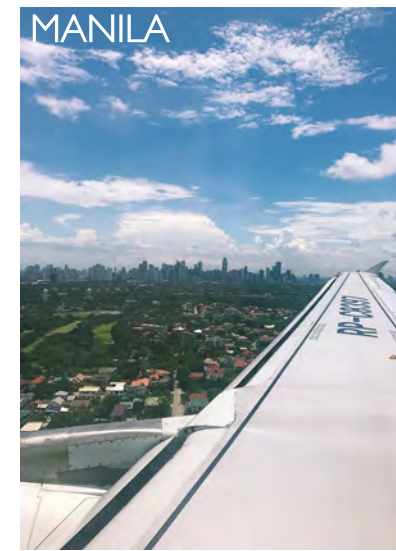
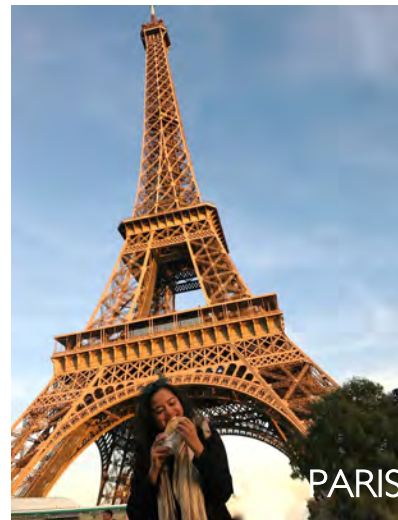
**FEED OTHERS:** I consistently search for opportunities to feed others. Just as my greatest influences have fed into my life and molded me into the person I am, it is my greatest desire and responsibility to serve others. Whether it's simply giving away food to someone in need or purposefully partnering with great organizations with philanthropic missions, my defined personal brand explores food and travel as an experiential connector of all people, cultures, and philanthropic hope.





# Food and Travel Instagram

**FOOD:** With a startup **Instagram account** of **96,000+ followers and growing**, my defined personal brand is a holistic, fresh and enthusiastic exploration of food and travel. With this passion, coupled with an expertise in social media and food industry, I create genuine and effective content that audiences meaningfully see and engage with on **@befatbehappy** and **@befedbehappy**.





# Influencer Awards Monaco 2018

Considered the "Oscars of the Influencers," hosted by IAM ambassador Pauline Ducruet of Monaco and her partners, Monaco brought together the top international influencers from around the world for a gala and Influencer Awards ceremony regarding talent in various categories from food to fashion.



Credit: Paul Oatway (@oatwayphoto)

*It is an honor to be IAM's*  
**2018 Best Hope  
Food Influencer  
of the Year**



Credit: Paul Oatway (@oatwayphoto)



From thousands, the IAM jury determined a shortlist of 50 influencers in each category. After a public voting period and another jury deliberation, I was chosen as a **Top 10 nominee in the Food Category** to attend the gala. On October 7, 2018, two finalists won from each category, and I was graced to be one of the two recipients of this distinguished award.

## THE JURY

Pauline Ducruet, Jonathan Teo, Caroline Rush, Mickey Boardman, Celine Saint-Remy, Hofit Golan, Gonzalo Cebrian



## The Manila Times "Caitlin Sakdalan Happy to Eat"

Caitlin Sakdalan happy to eat

Caitlin Sakdalan is a force to be reckoned with. A quintessential second-generation Filipino-American, she turned her passion into a full-time job through the success of her website/social media accounts, "Be Fat, Be Happy."

Through the colorful pages of her blog and Instagram page, Caitlin reminds us to stop and enjoy the best things life has to offer and in her case – it's her love for food.

As a child, Caitlin has always been curious and adventurous. She was six years old when she had her first taste of Teriyaki and her passion for food only grew as she did.

"I naturally became adept at spotting quality restaurants locally and abroad. I possess a weird knack where I always seem to know if a restaurant will be a hit and what items will be most delicious to order from a menu," she shared.

The 21-year-old recalls growing up in an "obscenely large and loud Filipino family" and this has greatly influenced her zest for life and her passion to go for the things she loves the most.

In high school, Caitlin pursued her love for dance and theater at a visual performing arts academy and soon moved to New York City permanently to study Media Studies and Communications at Fordham University.

At Fordham, the ever-exuberant Caitlin completed her undergraduate education as Summa Cum Laude in just three years. This has allowed her to complete several internships in business and communications. It was also in college that Caitlin started what would be the famous @befatbehappy

THE THOUGHT  
JUNKIE  
CARLA BIANCA  
RAVANES-HIGHAM

Instagram account.

"I started it for fun so that I could post my food and travel experiences without bothering friends and family who were following me on my personal account. I never anticipated what it would become but I am so grateful for all of it," she said.

Caitlin admits that living in New York has allowed her to expand her palate and nurture her love for learning about different cultures. It greatly influenced how she continues to see the world and her zest for travel and food is what makes @befatbehappy unique.

"Living in such a diverse and culturally rich place has expanded my palate and nurtured my love for travel and learning about different cultures."

It is this perspective that separates Caitlin apart from her peers and also her work ethic that she has honed through the years.

"At 18, I felt like I was 21 because I was interacting with adults and professionals from the industry. I wasn't just adjusting to being a college student but actually also being a full-blown adult. It matured in ways a normal 18-year-old does not – balancing school, a tight-knit family with high expectations, and an active social life."

Caitlin, who has grown to become a social media influencer, content creator, and a writer (her works got featured on



Filipino-American food blogger Caitlin Sakdalan PHOTO BY TIMOTHY DJEN

Yahoo and Huffington Post) aims to inspire others to truly live through her famed social media moniker.

"I have three drivers that fulfill my life: feeding my appetite, feeding my soul, and feeding others."

In a hyper-conscious Instagram world, Caitlin is first to say, "I always say calories are just a number – count memories instead!"

She also interprets a personal mantra similar to that said by the famed Steve Jobs.

"I also always say to stay hungry. While I mean this in the literal sense to stay hungry for new food and travel experiences, I also think of it as a reminder to remain curious and be willing to continuously learn and grow – a process of life that should never stop. Whether it's opening my understanding about the world we live

in through travel and connecting to others through their culture, surroundings, and food or deepening my faith in and love for God, I intentionally look for ways to feed my soul."

And lastly, Caitlin believes in paying it forward.

"I believe it's so important to feed others, literally and metaphorically. I have been so blessed in life, and I feel I have been called to give back whether it's by simply giving my leftovers away or intentionally serving those in need."

I also believe that I would not be who I am or where I am without the people that have invested time and effort into me and poured wisdom and love into my life. I am grateful for this, and only desire to also feed into others' lives in a positive and influential way."

"As someone that grew up in privilege, blessed to always have fantastic

The 21-year-old graduated Summa Cum Laude in Media Studies and Communications from Fordham University PHOTO BY JESSE HSU

PHOTOGRAPHY

food on the table and diversified travel experience throughout my whole life, I feel a deep sense of responsibility to love and serve others in desperate need. I have started a small passion project called @befatbehappy, where I engage and support current philanthropic causes, but I desire to expand these efforts and own a non-profit [organization] that fights hunger and provides valuable emotional and practical support to those in need," the proud Filipina also added.

\*\*\*  
To know more about Caitlin, find her on Instagram @befatbehappy  
www.caitlinbiancaravanes.com

## BloombergPursuits

### "Twelve Under the Radar Foodies to Follow On Instagram"



#### THE BEST FOODIES TO FOLLOW ON INSTAGRAM

If you like looking at photographs of delicious meals, there's simply no better medium than Instagram. Of course, figuring out which accounts to follow can be pretty daunting – even if you can name some obvious contenders off the top of your head. Consider these picks, a far more under-the-radar list of recommended accounts from around the world. The only problem? Following these accounts will make your stomach growl whenever you check your iPhone.

BY ANJI KIMURA BUSHY AND KEITH CAMPBELL

2nd / Feb. 2019

Instafoodies

14

Vienna Beyond

Wagner Schmalzer

10

Manhattan's

"Middle Village"

10

Latin American

Hot Spots

14

The Bloody Mary,

Deconstructed

10

Instagram: Instagram of Instagram



@befatbehappy

Followers: 72,200

Do you think a calorie count is just a number? This New York-based Filipino-American food blogger agrees. She'll whisk you away on guilt-free culinary adventures from Manhattan to Maui. There's plenty of Asian food, but her feed is no stranger to fried chicken and pizza.



@higashi\_yachin

Followers: 3,413

Higashi Yachin is on a mission. The Japanese photographer who runs this account, which deserves more followers, provides curated backstreet spots mainly in Tokyo and Osaka away from the tourists.

## COSMOPOLITAN

### "This 22-Year-Old Pinay Just Won An International Food Influencer Award"



### "So Inspiring" TV Feature on So Janelle aired on TFC and KSCI-TV 18

JUST OPENED NEW YORK

### "Just Opened Meets: Be Fat Be Happy"



### "Meet Caitlin Sakdalan of befatbehappy in West LA and Orange County"

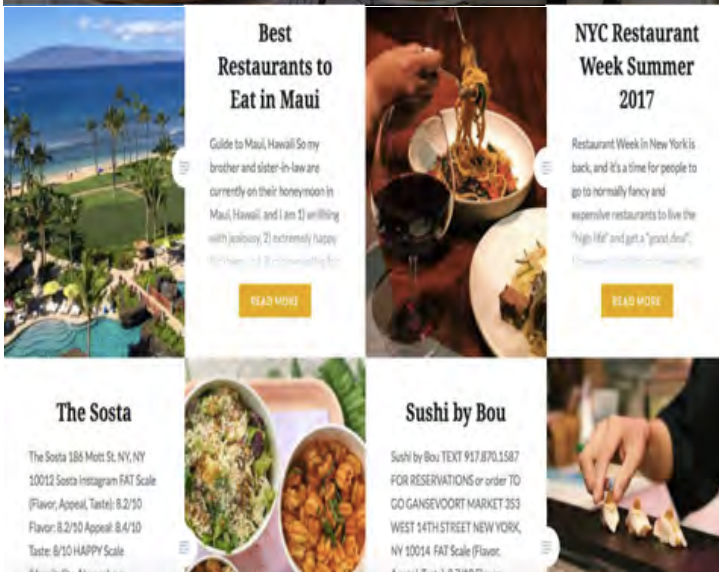
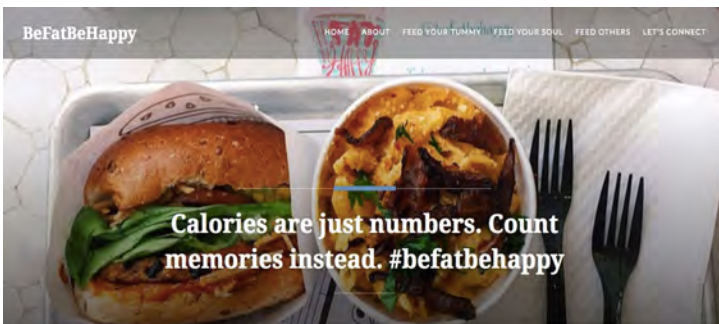
## The New York Times

### "As Bots Flourish on Instagram, Companies Form to Fight Them"

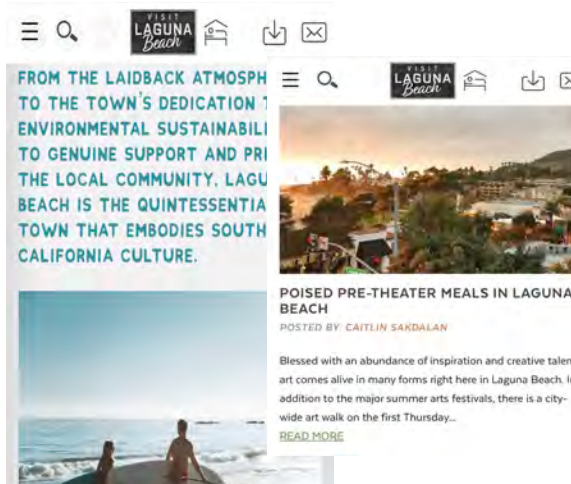
# Brand Overview

I am a skilled content creator and digital consultant with a unique and decisive voice. Check out my **website**, **freelance work** and **social media** to participate in my food, travel and cultural discoveries. My extensive travel experience throughout the U.S. and globally diversifies and deepens my perspective and writing. Past my "foodventures", my passion for discovery extends to discovering where needs can be met assist this global challenge of feeding others.

## Befatbehappy Blog



## VISIT Laguna Beach® Featured Writer



## Video Content



## Freelance Writer

### The 24 best restaurants in Portland

Whether you're craving Thai or tapas, you'll find world-class fare at the best restaurants in Portland

## Sponsored Content





# Capabilities



## Social Media Consulting

Whether it is enhancing your social presence, re-branding your social identity, connecting you to influencers for campaigns, I can help you maximize your digital marketing and social efforts to:



### **Expand the reach of your brand**

*Provide your business with organic visits to your account pages through social media*



### **Acquire new followers**

*Help your business grow through social media and develop customer connection*



### **Increase Engagements**

*Stay connected with your followers to build and foster brand loyalty for continued business*

## Content Creation and Social Sharing

I can conceptualize and create engaging content for your brand or my own that audiences can see and interact with. Whether it is one social share, a social media takeover, giveaway, or long-term branded campaign, I desire each collaboration to be as authentic and mutually beneficial as possible for a truly effective sponsorship.

- One-Off Contracted Activations
- Long Term Brand Campaigns
- Photography
- Contests/Giveaways
- Hosted Influencer Media Events / Trips

## Feature Writing

I am a food and travel writer with the ability to immerse a reader into the story.

- Blog Entry + Social Share: article including media assets and cross promotion on social channels (for your site or my own)

## Talent

As a trained actor and subject matter expert, I am able to speak eloquently and genuinely engage an audience on screen or at a live event.

Inquire within about rates

# Food Portfolio

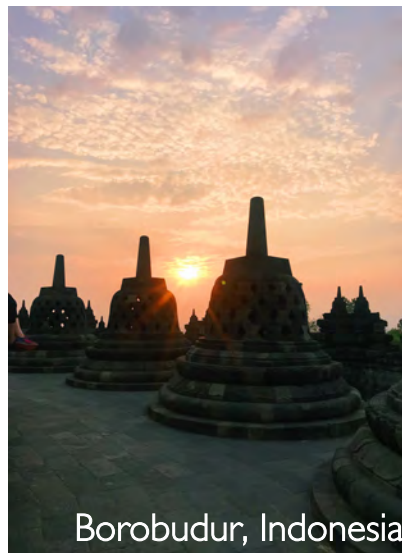




# Travel Portfolio



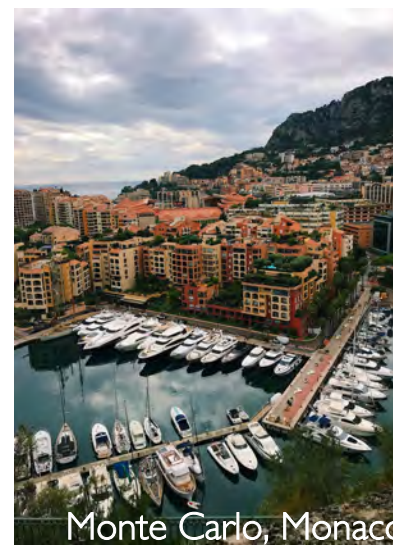
Sonoma, California



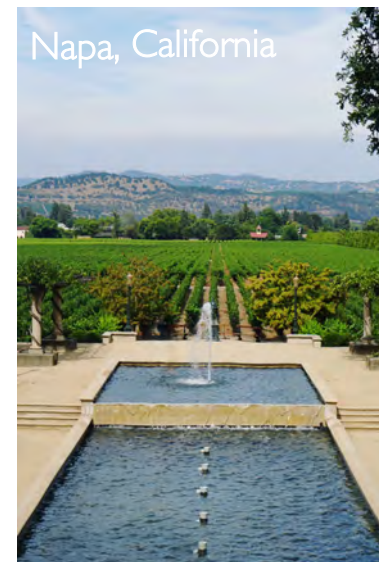
Borobudur, Indonesia



Tokyo, Japan



Monte Carlo, Monaco



Napa, California



Hong Kong



Palawan, Philippines



Barcelona, Spain



Modena, Italy



Nice, France

Other Destinations: Portland, OR ; Maui, HI ; San Francisco - San Diego - Costa Mesa, CA ; Macao, China ; Manila - Tagaytay - Bohol - Bataan, Philippines ; Tuscany - Florence - Sienna - Rome - Venice - Amalfi, Italy ; Miami, FL ; Charlotte, NC ; Cancun, Mexico ; Paris, France ; Copenhagen, Denmark ; Jakarta - Sumatra - Borobudur - Yogyakarta - Bali, Indonesia ; Phoenix, Arizona ; Alentejo - Lisbon, Portugal ; Tel Aviv - Jerusalem, Israel ; San Sebastián, Spain ; Bangkok - Phuket, Thailand



# Brand Portfolio





# Instagram Analytics

Followers (as of 2/3/2020)  
98K

Avg. Impressions/week

430K or 1.72million/month

Avg. Reach/week

273K or 1.09 million/month

Avg. Profile views/week

3.5K

Avg. Saved Posts

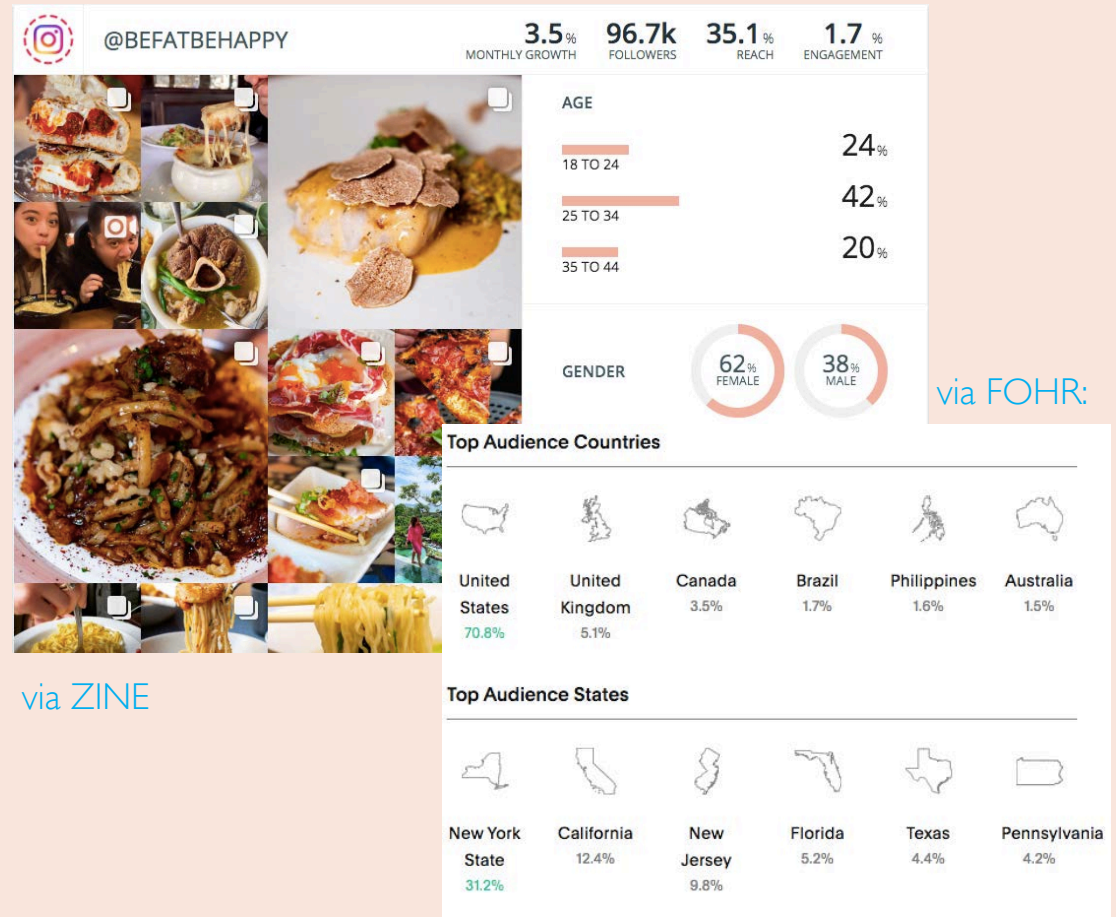
192

Avg. Story Impressions

1,395

Avg. Story Reach

1,295



via ZINE

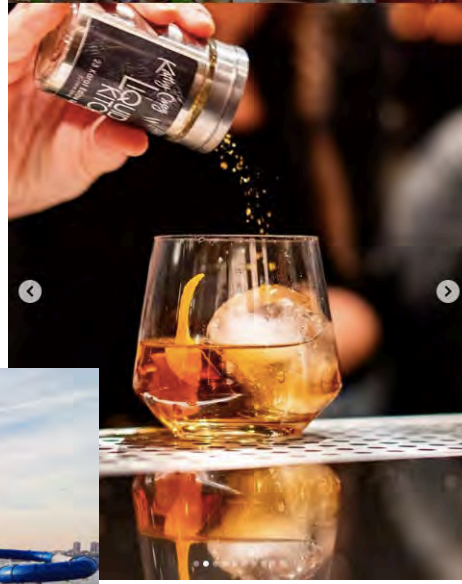
via FOHR:

befatbehappy has a Fohr Verified Authentic Following and is currently ranked 6,863 out of 90,643 (top 7%) influencers in the Fohr Directory.

This data is OAuth verified as of 1/16/2020



# Brand Highlights



## Norwegian Cruise Line

### NYC

One of my most successful collaborations of the year, I garnered over 339,000 organic impressions across three social posts and IG stories, promoting NCL's newest ship: Encore. I attended the inaugural event in NYC and stayed on board for two days, experiencing and generating live content about the ship's amenities from the diverse culinary options to the on-board entertainment. I've always been weary of cruises, but I've converted.

## Jourmy

### THAILAND

I bought a plane ticket to Thailand earlier this year and was overwhelmed by having to plan my very first trip here. Insert Jourmy, a personalized travel itinerary company, that paired me with a personal travel designer to custom-build my trip. Our collaboration was a beginning to end narrative: I highlighted Jourmy's much needed help pre-trip, seamlessly inserted brand themes into my trip content, and created a recap post-trip thanking Jourmy for how they effectively made my travel experience better.





# Brand Highlights



## Bulleit Bourbon

NYC

I'm a Bourbon girl, and I drink Bulleit regularly, making this partnership particularly personal. I was tasked to publicize their immersive Bulleit 3D Printed Frontier Lounge Experience during Tribeca Film Festival on social media. I attended their pop-up event and was created custom content and memories with some of my best friends, highlighting their 3D printed bar and bespoke cocktail experience, including a library speakeasy with reserve bourbons.

## Warner Bros / FRIENDS

LA

To celebrate the 25 years of the iconic show FRIENDS, I collaborated with Warner Bros and highlighted the special edition FRIENDS 25th Anniversary Collection at The Coffee Bean Tea & Leaf branches in Los Angeles. I conceptualized and produced an original IGTV video to promote the line and spark nostalgic memories correlated to the series.





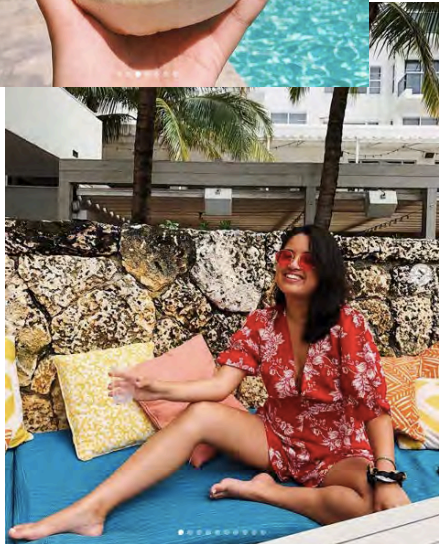
# Hotel Partnership Highlights

Accommodations are an essential part of the travel experience, and I'm grateful for the various hotels I was able to collaborate with throughout my travels this year via social media. Here are a couple of standout partnerships:

## The Confidante

MIAMI

4-Star retro-glam retreat  
The Unbound Collection Hotel by Hyatt



## Sri Panwa

PHUKET, THAILAND

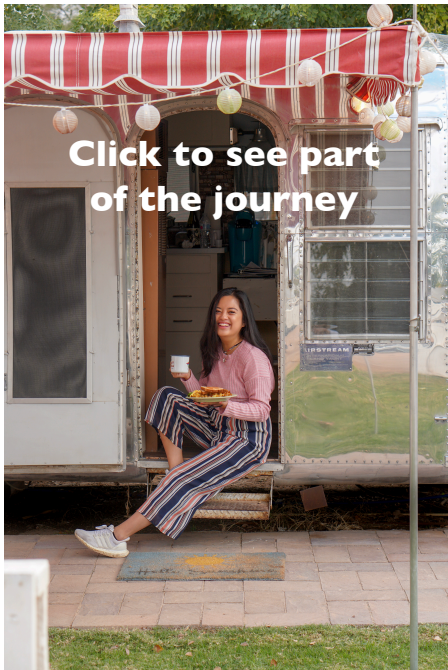
5-Star luxury hotel private pool villa &  
spa resort



# Other Collaborations

## Trip to Mesa, Arizona

I spent 5 days in Arizona exploring this culturally rich area with great restaurants, spas, and excursions. From experiencing and promoting a Hot Air Balloon experience to learning about urban farming to glamping in the desert, I showcased Mesa's culture and culinary scene through a social media campaign, immersing my followers in the journey through various posts and Instagram stories.



**Click to see part of the journey**

CLIFT  
SAN FRANCISCO

CREMINELLI  
FINE MEATS

ROW  
· nyc ·

Walgreens

DW  
Daniel Wellington

sb  
any to dessert studio

Coca-Cola

bibigo  
SHARE KOREAN FLAVOR

ONEHOPE

City  
KITCHEN  
- A TIMES SQUARE FOOD MARKET -

DUNKIN'  
DONUTS

COOKING  
PANDA

57  
PHYSIQUE™

TIPSY  
SCOOP

NAPA VALLEY  
WINE TRAIN  
EST. 1864

OROWEAT

this  
bar  
saves  
lives.

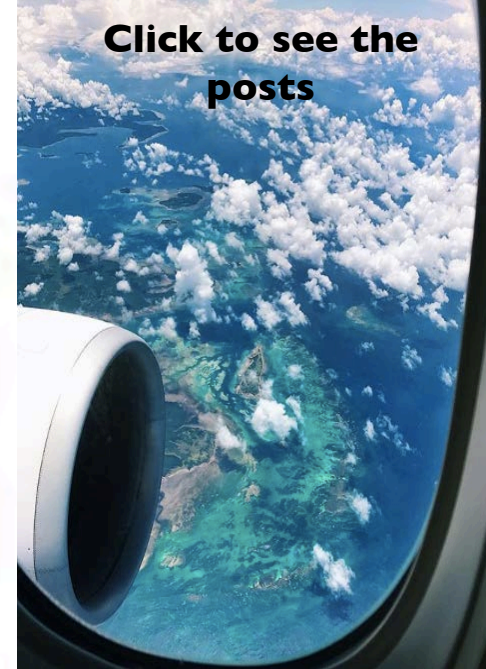
MANGIA  
HANDMADE PASTA  
CANTERBURY

baskin BR robbins

R  
RENAISSANCE  
HOTELS

figenza  
Mediterranean Fig  
Flavored Vodka

**Click to see the posts**



## Booky App Food Tour in Manila

I collaborated with Booky App to authentically promote the culinary scene in within Manila. Over a few days, I went on various food tours and crawls in different areas of metro Manila and created engagingly delicious Instagram Stories and Feed Posts. This gave online buzz, exposure, and engagement to Booky App and the restaurants I visited.



# Thank You!

**Contact**

caitlin@befatbehappy.com

+1 973.885.0422

