

Smarty Pants Mama Media

2012 Press Kit

Social Media Network Marketing

Blog: SmartyPantsMama.com

Twitter: [@SmartyPantsMama](https://twitter.com/SmartyPantsMama)

[Facebook/SmartyPantsMama](https://www.facebook.com/SmartyPantsMama)

[LinkedIn.com/in/CarolineMMurphy](https://www.linkedin.com/in/CarolineMMurphy)

[Pinterest/SmartyPantsMama](https://www.pinterest.com/SmartyPantsMama)

Utilizing experience, knowledge, enthusiasm and creativity to promote campaigns through vast SmartyPantsMama social network.

Caroline Murphy



I am a....

Mother of 2	Miami, FL resident, but New Yorker at heart
Hispanic	TravelingMom.com Blogger
Video Content Producer 1,400 YouTube Views	SocialMom.com Writer
Wife for 8 Wonderful Years	A photograph of two young girls standing outdoors in a grassy area. The girl in the background is taller, wearing a blue patterned dress and a blue bow. The girl in the foreground is shorter, wearing a green and white patterned dress. They are both smiling and holding hands.
30-Something	
Social Media Chair of Annual School Gala	
Master of Education in Instructional Technology	
Digital Brand Ambassador	
Freelance Writer	

Contact

305-450-8632

SmartyPantsMama@gmail.com

DM: [Twitter.com/SmartyPantsMama](https://twitter.com/SmartyPantsMama)



Caroline Murphy

Smarty Pants Mama Social Network

Blog

Facebook

Twitter

2,000 Unique Viewers	84% New Visitors	1 min 20 sec Avg. Time on Site	973 Likes	436,176 Reach
4,200 Pageviews	52% Search Traffic	91% New Visits from Google	1190 Weekly Total Reach	3,182 Followers
55% 25-44 yrs old	84% US Residents	3 Google Pagerank	495 Friends	3,188 Following
71 Feedburner Visits	36,000 Visits since Launch	2008 Launched	412,184 Friends of Fans	12,174 Tweets

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Data from March 2012.



Client List

- Country Crock, Zocalo Group
- Comcast, Comcast Business Corporation
- Hormel Foods, Burson-Marsteller
- EBay, Airfoil PR
- Ragu, Deca TV/Momversation
- BJ's Wholesale, Tilson PR
- Kleenex & Oscar Mayer, DecaTV/HerSay
- Kraft Foods & Coca-Cola, 360i PR
- Huggies, Ogilvy
- PAM Cooking Spray, Edelman

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