



Marty's Musings



Marty Walden
Blogger, Writer, DIYer
Brand Ambassador

Every home and every family has a story worth sharing. At Marty's Musings blog, I share our family's journey to create a **DIY home**, one project at a time. I want to **empower** everyday readers, those without huge houses, limitless budgets or unlimited time, to tackle their own DIY projects and create homes with true **style** and **personality**. My tutorials are thorough, easy to understand and sprinkled with humorous wisdom and tips. And most importantly, they're projects readers can easily and affordably undertake in their own homes. I am **passionate** about blogging and will tell your "story" with passion, integrity, honesty and humor. For sponsorship opportunities please contact me at: marty@martysmusings.net

As a 2013 **Behr Paint DIY Expert** I participated in Burson-Marsteller's BuzzFeed campaign using storytelling to inspire audiences and elevate Behr's brand profile among target DIY consumers. This innovative campaign resulted in 59 million overall impressions. My contract has been renewed for 2014.

As a recently appointed inaugural **TGI Fridays brand ambassador**, my 12-month contract includes monthly blog posts with organic and review style posts that reference TGI Fridays and its offerings.

Stats
Over 23k followers through pinterest, facebook, twitter, google+, home talk and feed burner

Average pageviews per month 100k (3/14)

Unique visitors per month 60k (3/14)

Google Page Rank 3

MOST POPULAR POSTS

DIY PROJECTS



Mason Jar Chandelier
How to Chalk Paint Furniture
Small Bathroom Makeover

CRAFTS



Craft Room Ideas
No Sew Place Mat Pillows
Mason Jar Crafts

RECIPES



Chocolate Peanut Butter Cup Lasagna
Jiffy Corn Bread
Oreo Dirt Cake

BRANDS I'VE WORKED WITH

Behr Paint DIY Expert
TGI Friday's Brand Ambassador
Martha's Circle Network
Dixie Crystals
Bondera Tile Mat Set

American Crafts
Keurig
Dollar Tree
Duck Brand
Tyson

Michaels Arts and Crafts
Homeright
Verizon
Walgreens
Haverty's

From Ruben Ochoa, Digital Strategy, Burson-Marsteller: Our company works with Marty on a few digital influencer programs and finds Marty to be an absolute joy to work with! Marty not only has an impressive digital footprint, but has such a diverse lifestyle as a wife and mother that she appeals to multiple demographics. She is highly organized and scheduled and is a true brand ambassador. On the 2013 Behr DIY Expert program, Marty proved herself as a true asset by becoming the most influential blogger of the program based on final impressions. She impressed the team so much with her great work that we invited her back for the 2014 program! In fact, we believe in her so much that we also invited her to be a TGI Fridays Ambassador. Any brand would be lucky to have her as an advocate.