

It's Me
Kellz

SOUTHERN HOME COOK · CONTENT CREATOR

“Homegrown Southern cooking — from a cook, not a chef.”



1.38M+

Followers across platforms

425M+

Combined video views

21.3M

Total engagements

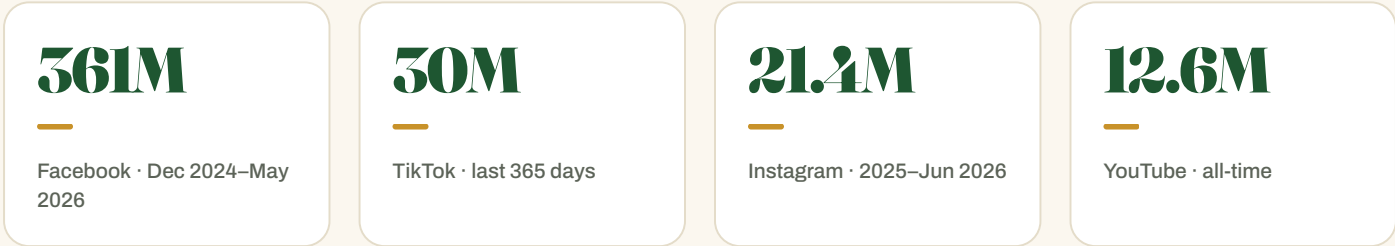
An Audience That Already Shows Up

COMBINED VIEWS ACROSS PLATFORMS

425M+

and growing — that’s an audience that already shows up

VIEWS BY PLATFORM



Plus multiple individual videos past 1M views — peak 6.6M.

ENGAGEMENT — AN AUDIENCE THAT ACTS



1M+ *shares — her audience doesn’t just watch, it spreads her content to their own friends and family.*

ABOUT THESE NUMBERS

Every figure comes straight from each platform’s own analytics — and each is a **conservative floor**. The platforms only report back so far: Facebook stops at Dec 2024, Instagram at 2025, and TikTok at the last 365 days, so years of her earlier reach simply don’t appear — and YouTube likes & comments aren’t counted here.

The true totals are significantly higher than shown.

Who She Reaches

A loyal, verified following of home cooks — concentrated where Southern cooking lives, and growing well beyond it.

FOLLOWERS BY PLATFORM

1.38M+ total · verified on 3 of 4 — ✓ Facebook · Instagram · TikTok

869K

Facebook ✓

244K

Instagram ✓

186K

TikTok ✓

80K

YouTube

WHO'S WATCHING

88%

Women

35–65

Core age range

Heartland-strong. Concentrated across the US South & Midwest, with top cities in **Chicago** and **New York**.

Growing abroad. An expanding international following in Canada, Nigeria, the UK, Australia & South Africa.

WHAT THIS AUDIENCE VALUES

Scratch cooking

Family

Everyday value

Faith

Tradition

Home cooks who actually make dinner from scratch — and trust what Kellz puts on the table.

Homegrown. Old-School Southern.

Kelley Harris has been making cooking content for **15 years**. She started by photographing the cakes she baked — showing off her work and taking orders. As the decorating got more demanding, she leaned into what came naturally: real, everyday cooking, with her in front of the camera instead of behind it.

What she built over that decade-plus is rooted in **family and faith** — old-school Southern food that anyone can make. No fifteen-step recipes, no fuss. Just pull what you've got from the pantry and put a good meal on the table, the way our parents and grandparents did.

Her audience trusts her *because* she's real, not performing. That's the whole brand — warm, rooted, and reachable.



IN HER WORDS

“I want people to see something and say, ‘Oh, I can do that.’”

“Simple is always better.”

“You eat with your stomach, not your eyes.”

She Moves Product

An audience that doesn't just watch — it buys. Here's what that trust converts to.

\$170K+

WALMART AFFILIATE SALES

In attributed sales driven through her affiliate links — hard proof her audience clicks, converts, and buys.

5,000+

COOKBOOKS SOLD

Across her published titles — roughly **\$235K** in retail value moved through her own community.

3,250+

SEASONING CUSTOMERS

On her own product line — with a **50% repeat rate** and **under 0.5% returns**.

WHAT THIS MEANS FOR BRANDS

Kellz isn't just a creator — she's a CPG operator who runs her own product line. She understands conversion because she lives it, and she turns audience attention into real, trackable sales.

FROM REACH TO REGISTER

425M+

Shows up — views across platforms

21.5M

Acts — likes, comments, saves & shares

\$170K+

Buys — tracked affiliate sales

A Real Business Behind the Brand

COOKBOOKS



That's Good Right There: Southern Cooking

2024 · ★ 4.4 · Flagship title



Straight Up Country Cooking

Coming Soon



Cooking Up Something Good With Kellz

2022 · Debut title

SEASONINGS



THAT'S GOOD RIGHT THERE

SEASONING CO. · 16 IN-HOUSE FLAVORS

Made, blended, and packaged in-house, sold direct to her community at thatsgoodrightthere.com.

Bussin Bussin BBQ

Buttery Garlic & Herb

Earthy Herby Creole

Fire Up Fajita

Goodness Greens

Lemony Lemon Pepper Garlic

Mama Vera's Turkey & Chicken

OooWee All Purpose

Perfect Parmesan Garlic

Poppy's Pork Chop

Ridiculous Ranch

Shut Yo Mouth Steak

Smashing Smokey Hot Honey

Succulent Seafood

Sweet Simply Sweet Potato & Apple Pie

Turn Up Taco

Let's Work Together

Flexible ways to partner — built around her natural voice. Rates available upon request.

SPONSORED SOCIAL CONTENT

Reels, TikToks & Facebook posts that fold your product naturally into real, everyday cooking.

DEDICATED YOUTUBE FEATURES

Long-form reviews, demos & how-tos that give a product room to shine and convert.

RECIPE DEVELOPMENT

Original, on-brand recipes built around your product — ready to live on your channels or hers.

BRAND AMBASSADORSHIPS

Ongoing partnerships with a trusted Southern voice your audience already cooks alongside.

TRUSTED BY

BOUNTY

WHITE LILY

KINDER'S

GET IN TOUCH

Let's make something good.

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WEBSITE

itsmekellz.com

Instagram @its_me_kellz

Facebook TheRealItsMeKellz

YouTube @itsmekelleyharris

TikTok @itsmekellz