



Information on Melanie Edwards and modernmami™.com

modernmami™ is a lifestyle blog from the perspective of a **Latina working mother**. Melanie Edwards provides an honest depiction of the everyday humor and drama in the life of today's wife, mother and woman from a Latina perspective. Typical content found on modernmami™ includes [parenting stories](#), [Latino culture](#) (particularly [Puerto Rican culture](#)), and concerns of [working mothers](#), with a focus on [work-life balance](#). Founded in 2006, modernmami™ was named a [Top 50 Mom Blogger of 2014 by mom.me](#), a [Parenting.com must-read blog](#) in 2010, and included in [Babble's Top 100 Mom Blogs of 2012](#).

With an average of over 33,000 pageviews a month and average 22,000 UVM, in addition to nearly 12,600 [Twitter](#) followers, over 2,800 [facebook page](#) likes, over 3,000 [Pinterest](#) followers, and an [Instagram](#) community of nearly 1,400, modernmami™ has a strong online presence and network. The majority of modernmami™ readers are moms in the 25-44 age range who have young kids ([according to Quantcast](#)). Many in the modernmami™ community are of **Latina** descent, a highly sought after market. Our community of readers is interested in parenting, home, and family issues, amongst other topics.

Melanie has collaborated with several brands, including General Mills, Walt Disney World, Nestle, Nintendo, and the U.S. Potato Board. She has spoken at various conferences, including BlogHer, Type-A Parent, Blogalicious Weekend, and SheStreams, on topics such as blogging balance, marketing to Latinas, and HTML basics, among others. Melanie has been featured on Univision, NBC's Today Moms, Parenting.com, Fox News Latino, and The Miami Herald, along with local media coverage. Melanie has been a contributor and/or provided content for sites like [DisneyBaby.com](#), [Let's Play](#), Pampers, [Scholastic Parents](#), [Fox News Latino](#), and [Mamiverse](#). Currently, Melanie has an ongoing partnership with Walmart as a member of the [Walmart Moms blogger program](#) and was recently a lifestyle expert panelist of the [IKEA First :59 program](#), providing tips to help people get their morning routine started with less stress, with more brand partnerships lined up. One of Melanie's most honored accomplishments was participating in an intimate [round-table discussion with First Lady, Michelle Obama](#), representing Latina mothers and their concerns.

As a former IT Manager for a state-wide e-learning project, Melanie performed various duties on a daily basis, including web and course design, technical support, project management, desktop publishing, SEO, and marketing. Now, Melanie handles content development, blog management, marketing, SEO, and social media monitoring/ promotion as owner of [modernmami™.com](#). With a degree in Industrial & Systems Engineering, over 10 years experience in Information Technology, and 3 years experience in the e-learning industry, Melanie is well-versed in technology and has easily incorporated social media to her skill asset. She is proud to be called social media savvy and fully embraces the "digital mom" term. Additionally, Melanie's digital marketing firm, [Ella Media](#), focuses on **connecting businesses with today's digital Latina**.

On a more personal level, Melanie is originally from [Puerto Rico](#) and has lived in the Central Florida area since she was a young child. Married 12 years with a 9-year-old daughter and 4-year old boy, Melanie is raising **bilingual and multicultural (Trinidadian, Puerto Rican, and American)** children.