



2019 Expo Agenda

**DATE:** Monday, September 9, 2019

**TIME:** 4:00PM – 4:45PM

**LOCATION:** Rooms 2015 - 2018

## Building Your Brand on Instagram & Why it Matters

Curating your perfect brand image on Instagram is no easy feat, but many would argue it is absolutely necessary. This panel will be moderated by, 'Visit California's 2018 Influencer of the Year,' Kelly Huibregtse, who will be joined by a panel of seasoned Instagram users that are brand curators, influencers and wildly popular foodies. They will be sharing some of their best practices, experience in building up their loyal following, and how some of your most desired customers are using Instagram to find brands just like yours.

### Featured Speakers



#### **Kelly Huibregtse**

*Digital Content Creator, A Side of Sweet*

Kelly Huibregtse is a San Francisco-based photographer, social media strategist and digital content creator at A Side of Sweet. Kelly's photography has been featured both domestically and internationally in media outlets like MSN.com, Martha Stewart and Women's Health. Previous clients include Amazon, Target, Anthropologie and Johnson & Johnson. Check out her colorful food and lifestyle photography on Instagram at @asideofsweet.



#### **Kara Chin**

*Graphic Designer, Instagram Curator, Nugget Market, Inc.*

Kara Chin is a graphic designer, photographer and Instagram curator for Nugget Markets, a family-owned specialty grocery chain in Northern California. She provides a unique eye and creative voice to many of the publications, photographs, signage and social media that represent the Nugget Markets brand. In her spare time, Kara shares her love of cooking and baking from scratch through personal photographs and creations both on her blog, kneadbakecook.com, and on Instagram, @karablakechin. Kara loves exploring new landscapes, bike rides in her small town of Davis and is a black belt in Hapkido.



#### **Shahira Marei**

*CEO, The Dirty Cookie*

Shahira Marei is an Egyptian American entrepreneur. She left her aerospace project management career at The Boeing company to pursue her dream of becoming an entrepreneur. Shahira founded The Dirty Cookie company in 2015. The Dirty Cookie is known for their unique cookie shots, cookie butters, and cookie dough truffles. The Dirty Cookie has been featured on LA Times, KTLA, Fox11, Business Insider and clients include DreamWorks, Universal Studios and Nickelodeon. Shahira graduated from California State University Fullerton with an MBA in management and bachelors in Marketing. In her free time, Shahira loves to spend time with her husband and 5 year old daughter.

### How to Register

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### **Corey Marshall**

*Food + Travel Content Creator, [missfoodieproblems](http://missfoodieproblems.com)*

Corey Marshall is a Food + Travel Content Creator and Influencer known for her colorful and delectable adventures posted on her Instagram and blog. She's a social media maven -- having worked with brands such as KitchenAid, Golden Road Brewing and Nestle, organizations such as the San Luis Obispo Chamber of Commerce, and various hotels and travel companies to create content created and curated with their various audiences in mind. Most recently she's taken on the Social Media Coordinator position for Bristol Farms. When she's not creating content, Corey loves to travel, cook, drink Chianti Classico, listen to live music, and look for all the poppies. You can follow along with her at [missfoodieproblems.com](http://missfoodieproblems.com) and on Instagram @missfoodieproblems.

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