

*-Media Kit-*

# QUESTA DOLCE VITA

a Canadian in Bergamo, Italy on love, lifestyle, & language  
- ITALY MAGAZINE'S BEST NEW BLOG 2016 -



**Content Creator:** Jasmine Mah-Innocenti

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**About:** Jasmine grew up a second-generation Canadian on the Western part of Canada in Edmonton, Alberta (shown in photo above). She is a self-proclaimed city girl with a country soul. A true romantic, she is an avid cook and wine drinker. Jasmine studied Italian (and Russian, and Spanish and promptly forgot all but the former) and Pharmacy at the University of Alberta and thoroughly enjoyed her community pharmacy practice after graduating in 2013. She was a practicing pharmacist for just more than one year prior to packing her bags for Italy where she now resides indefinitely. Jasmine is currently a blogger, freelance writer, and works as an English tutor to children and consultant to businesses. In her spare time, she reads, paints and stomps around Italy in cowboy boots and sundresses.

**Copy and Paste Standard Bio for Collaborations** *(please use this one for any features):*

Jasmine grew up a second-generation Canadian in Edmonton, Alberta. A true romantic, she is an avid cook, wine drinker, and wanderluster. Jasmine studied Italian (and Russian, and Spanish and promptly forgot all but the former) and Pharmacy at the University of Alberta. She was a practicing pharmacist for just more than one year prior to packing her bags for Bergamo, Italy where she now resides indefinitely with her ridiculously good-looking Italian fiancée and an even handsomer cat, Puffo. She has written online for Travel Fashion Girl, Pink Pangea, and Insiders Abroad and was featured on an episode of House Hunters International. She blogs about the search for the good life on Questa Dolce Vita (This Good Life): [www.questadolcevita.com](http://www.questadolcevita.com). When she's not doing that, you'll find her as a translator, copywriter, and all-around language consultant to Italian businesses trying to avoid a "brutta figura". In her spare time, she reads, writes, and stomps around Italy in cowboy boots.

**Blog Demographics:** *current and aspiring expats, lovers of Italy and Italian. See below for top readership countries.*

**Social Handles:**

**Official Site:** [www.questadolcevita.com](http://www.questadolcevita.com)

**Twitter&Instagram:** @questadolcevita

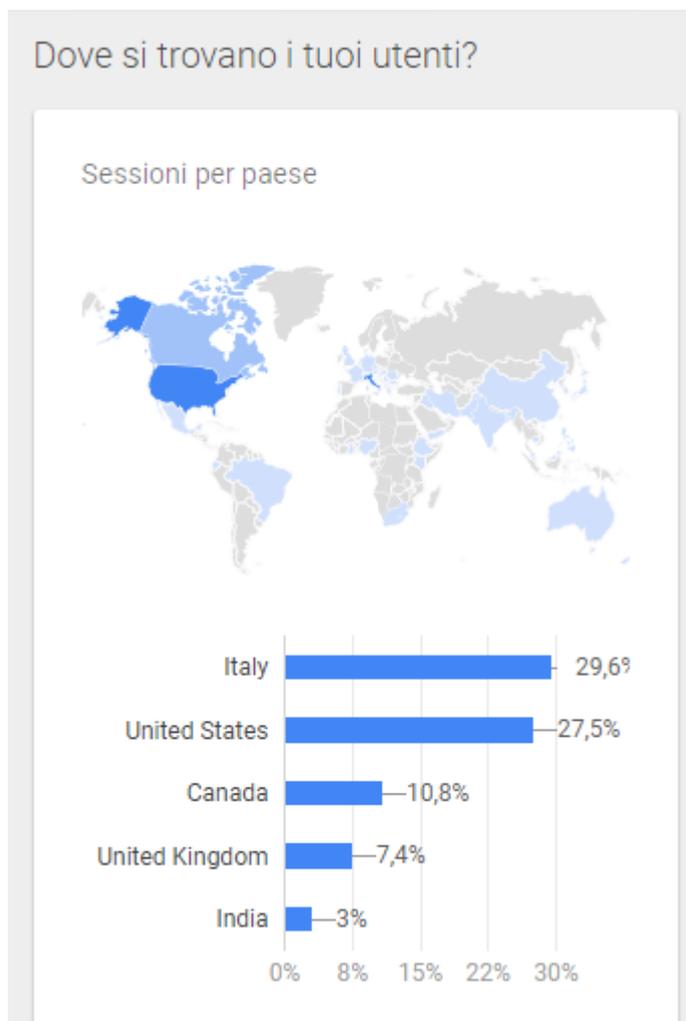
**Facebook:** [www.facebook.com/questadolcevitablog](http://www.facebook.com/questadolcevitablog)

*The Numbers (date screenshots taken: 02/08/17 unless otherwise noted):*

*Google Analytics*



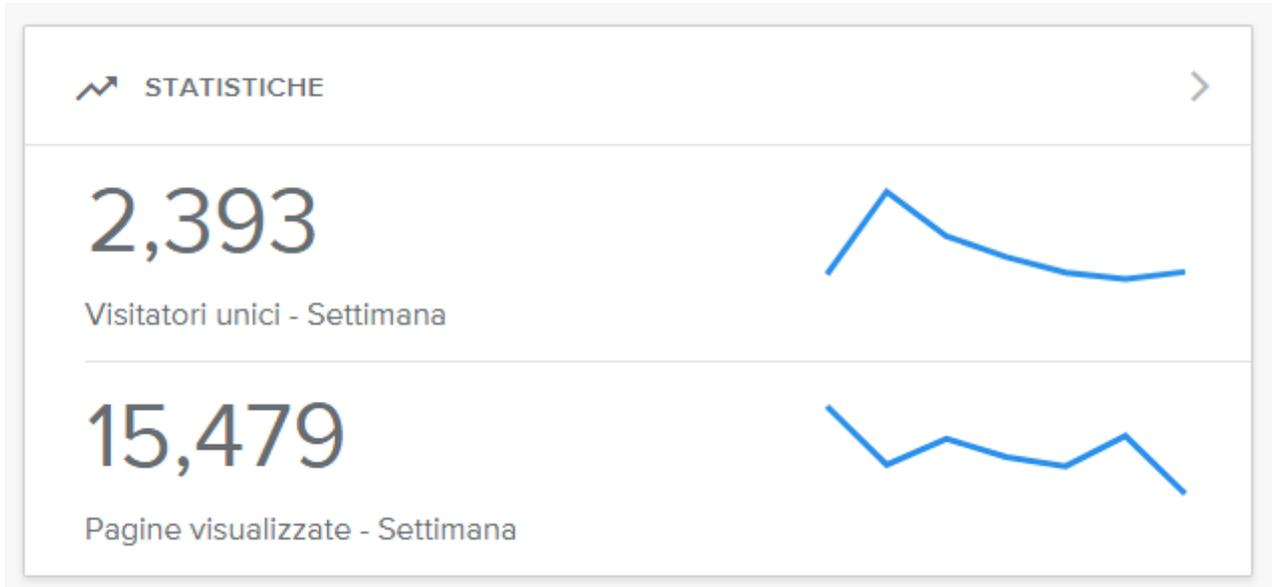
*Screenshot from Week 32, 2017*



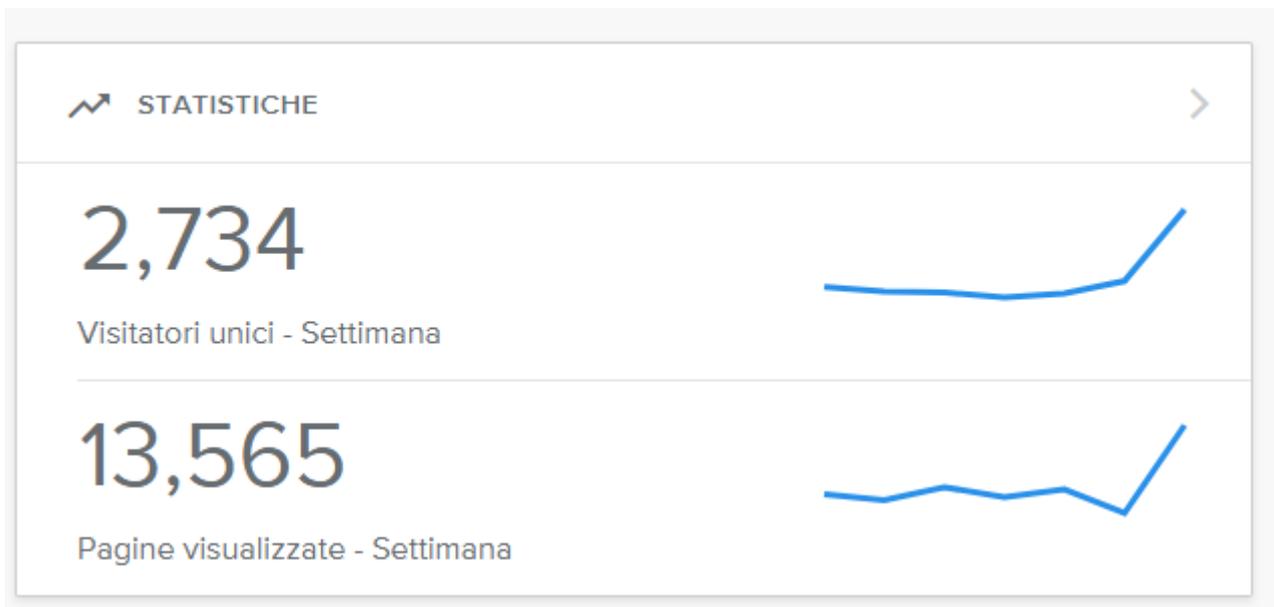
*The website: [www.questadolcevita.com](http://www.questadolcevita.com)*

*\*Visitatori unici – Settimana = Unique visitors/ week*

*\*Pagine visualizzate- Settimana = Pages views/ week*



The blog is experiencing constant growth in outreach and audience, here is another screenshot from 18/10/17:

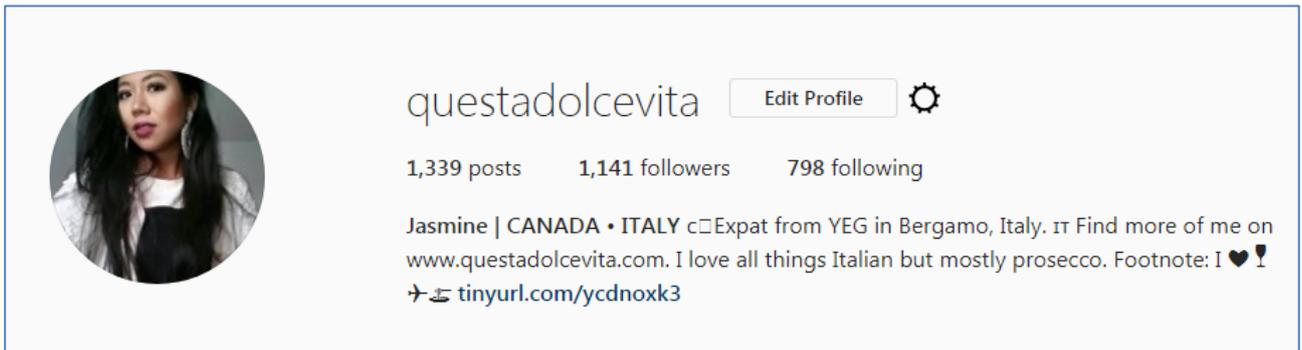


## Facebook Page

Currently 1120 “Likes”

Average outreach per post: 500-1000

## Instagram



questadolcevida [Edit Profile](#) ⚙️

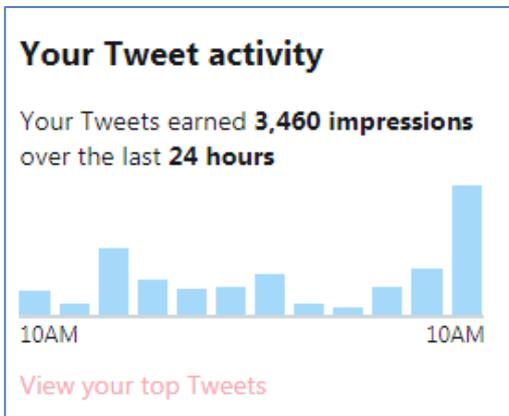
1,339 posts   1,141 followers   798 following

Jasmine | CANADA • ITALY ☐ Expat from YEG in Bergamo, Italy. IT Find more of me on [www.questadolcevida.com](http://www.questadolcevida.com). I love all things Italian but mostly prosecco. Footnote: I ❤️ 🍷

📍 [tinyurl.com/ycdnoxk3](https://tinyurl.com/ycdnoxk3)

## Twitter

24 hour:



28 day period:



*Average daily impressions: 1.1K*

## ***Portfolio (Partnerships and Collaborations)***

### ***Published Work- Online***

*Can be accessed online at: <http://www.questadolcevita.com/press.html>*

### ***Published Work.- Print***



*Book: Once Upon An Expat, Contributing Author*

### ***Awards & Accolades***



*ITALY Magazine: Best New Blog Award, 2016*

***Other:***

*Standard Headshot:*

*(can be copy and pasted for features, if the sizing or quality is not to your liking, please let me know)*



*For any other details required, please don't hesitate to contact me via e-mail. Looking forward to working together in the future. **Grazie.***