



# Laura M. Ali, MS, RDN, LDN

Registered Dietitian | Culinary Nutritionist | Spokesperson

## ABOUT LAURA

*Creating Delicious Solutions for Healthy Lives*



Laura is a Pittsburgh, PA-based registered dietitian and culinary nutritionist with over 30 years of experience. Laura has become a leading culinary nutritionist and food and nutrition communicator.

Her experience in clinical nutrition, retail, and the packaged food industry gives her a breadth of knowledge that helps health-focused companies understand trends and consumer needs.

Laura works with brands as a company spokesperson, recipe developer, and content creator.

She loves helping consumers find simple and delicious ways to incorporate healthy foods into their everyday lives.

## AS SEEN IN

EatingWell.

PARADE

HealthCentral

verywell fit

EVERYDAY HEALTH

kitchn

fitbit

U.S. News & WORLD REPORT

## IMPORTANT STATISTICS

Data through July 2021

57.9K

WEBSITE  
IMPRESSIONS

3.34K

SOCIAL MEDIA  
FOLLOWERS

84M

MEDIA  
IMPRESSIONS



@LauraAli\_RD



@OntheKitchenShelf



@LauraAli\_RD



@LauraMolseedAli



@LauraAli\_RD

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# SERVICES OFFERED

## RECIPE DEVELOPMENT & PHOTOGRAPHY

- Laura has 11 years of experience in recipe development, creating over 300 tuna, salmon, and chicken recipes for StarKist.
- Laura will work with you to come up with recipes that will showcase your products and provide your consumers with simple ways to add them to their everyday lives.
- She will create simple and approachable ideas that will highlight your product in photography and video.

## CONTENT DEVELOPMENT

- Laura is an experienced writer who is familiar with FDA and FTC regulations and can develop research-based materials for your website, consumer blogs, and white papers.
- She can help create materials for health care professionals to share with clients including toolkits, brochures, and research briefs.
- She can present science-based information about the nutritional benefits of your products for webinars and in-person or virtual seminars.

## SPOKESPERSON & BRAND AMBASSADOR

- Laura has been a brand ambassador for 2 large CPG companies for the past 15 years and is adept at talking about product benefits to multiple audiences.
- She can provide support at tradeshow for health professionals and consumers, lending credibility to the brand.
- Laura can present your product to the media to discuss the science and nutrition behind it and provide viewers with easy product usage ideas..

## OTHER SERVICES

- She can provide research to support health and nutrition claim substantiation for advertising campaigns.
- Laura can develop social media campaigns, including Facebook and Instagram Lives, takeovers, and multi-day/week campaigns.
- Laura can assist you and coordinate product and trend research
- She provides copywriting and product descriptions for product launches or rebrands.
- Additional services upon request

*"To anyone who is looking for an RD who is collaborative, solution-driven, can develop delicious & nutritious recipes out of any ingredients, write great content, is hardworking and wicked smart...well, look no further and hire Laura."*

E.S. , SR. BRAND MANAGER - STARKIST CO.