



Malia Yoshioka

A Hawaii girl traveling the world one salty-sweet adventure at a time.
Sharing the flavors via ShoyuSugar.com
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Experience

- **FOOD:** Previous food writing and restaurant articles have appeared on outlets such as Gayot.com (Honolulu restaurant reviewer), BootsnAll and Nomadic Foodie.
- **TRAVEL:** I've created travel-related content as staff writer for WhyGo Hawaii, Outrigger Hotels, Viator, TripAdvisor, GuidePal and the Kamino iPhone app.
- **SOCIAL MEDIA:** I've partnered with brands such as Kate Spade Saturday (#SaturdayIs social media campaign), Sunetric Solar and Hawaiian Fire Surf School.

Prior freelance work and writing samples are available at ShoyuSugar.com/freelance-writing.

Social Media

Pinterest (@maliayoshioka) - 15,600 followers
Twitter (@maliayoshioka) - 1,850 followers
Instagram (@maliayoshioka) - 1,700 followers
Facebook (@maliayoshioka) - 1,600 friends
Facebook Page (@ShoyuSugar) - 330 followers

Klout score: 57

Influential topics: Food, Travel, Hawaii, Maui, Honolulu, Restaurants, Chefs, Cuisine, Social Media, Turkey, Istanbul

*stats current as of April 1, 2017

ShoyuSugar.com

The name Shoyu-Sugar refers to a common savory-sweet balance of soy sauce (shoyu) and sugar which instantly says "home" to anyone who has grown up eating in the Hawaiian islands. ShoyuSugar was founded in January 2012 and has grown to the following:

1200 Monthly Unique Visitors
2000 Page views per month
0:50 Average Time on Site
1.29 Average Pages per Visit
Domain Authority: 29

ShoyuSugar readers come from all over the world to share in the love of food and travel. The top 5 in March 2017 were: USA, Turkey, Canada, Japan and the United Kingdom.

Partnerships

We offer a variety of ways to work with your brand or outlet, including:

- Editorial and social media coverage for events, businesses and destinations
- Accommodation, restaurant or activity reviews
- Product reviews, giveaways and contests
- Brand ambassador and social media campaigns

ShoyuSugar does not accept on-site advertising at this time.