

A woman with brown hair and glasses, wearing a bright pink sweater, is smiling and holding a small black dog. The dog is also smiling. They are outdoors on a green lawn. In the background, there are some plants and a wooden structure.

Kendra Williams

**GLUTEN-FREE LIFE & TRAVEL WITH CELIAC DISEASE
AND A GLUTEN DETECTION SERVICE DOG**

ABOUT

As a GenX content creator based in San Diego, California, Kendra Williams shares her life with her **audience of over 140,000** across social media.

She provides practical advice for living gluten-free with celiac disease and a gluten detection service dog with her highly engaged audience and her brand partners.

Kendra's journey into content creation became a rewarding calling to help people, and to inspire others to live gluten-free.



Kendra is a trusted resource for her followers who look to her for advice on **how best to live gluten-free** and for **product recommendations, dog training assistance, restaurant selection, and travel advice.**

Her professional expertise is what sets Kendra apart. She has a background managing digital marketing, e-commerce, and traditional sales for global consumer packaged goods brands.

This executive level experience gives Kendra an understanding of messaging, targeting, engagement, legal requirements, and retail execution. Her partnerships deliver the desired results while maintaining brand integrity.

@SUKIPWD // WWW.SUKIPWD.COM



Social MEDIA

HIGH ENGAGEMENT. LOYAL COMMUNITY.
POWERFUL REACH.

STATISTICS (LAST 30 DAYS)

143,979

Followers Across
Platforms

1,826,610

Total Video Views

42,247

Total Content
Interactions

46,247

Content
Interactions

59,300

Story Interactions
on IG

4,323

Comments Across
IG & TT

13.6%

engagement rate
by reach on
Instagram

5.3%

engagement
rate by reach on
TikTok

5.3%

Impression CTR
on YouTube

91.5%

TikTok Views
from For You
Page (FYP)



[@SukiPWD](https://www.instagram.com/SukiPWD)



[@SukiPWD](https://www.youtube.com/SukiPWD)



[@SukiPWD](https://www.tiktok.com/@SukiPWD)



[@SukiPWD](https://www.facebook.com/SukiPWD)

Audience **STATISTICS**



AUDIENCE DEMOGRAPHICS

GENDER	COUNTRIES	AGE
86% FEMALE	USA 56%	18-24 37%
	UK 10%	25-34 21%
14% MALE	CANADA 8%	35-44 19%
	AUSTRALIA 6%	45-54 13%
		55-64 7%

Kendra's audience is highly targeted with 72% having Celiac Disease, 14% gluten-free for other reasons, and 6% have a gluten-free friend or family member. 8% of my audience are here for Suki, the gluten detection service dog.

Whether they have gluten sensitivities or food allergies, all are looking to broaden their knowledge of gluten-free living and travel. Kendra's lived experience and connection to her organic audience means they trust her recommendations for products, services, destinations, and they are excited to learn more.

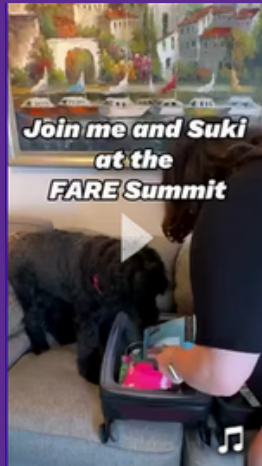
Let's work together

Social MEDIA

VIDEO EXAMPLES



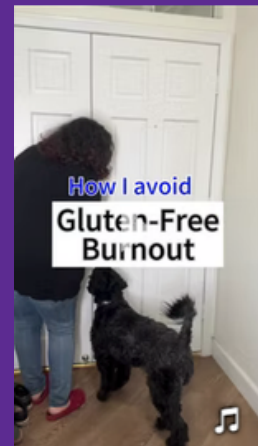
ORTHOFEET
Fashion



FARE
Event Promotion



JUST FOOD FOR
DOGS
New Treats Feature



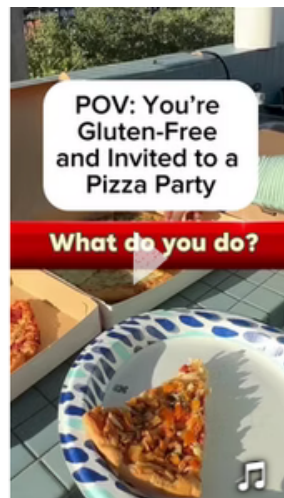
HUNGRY ROOT
Promotion



CLICK BUTTON TO VIEW ALL VIDEOS



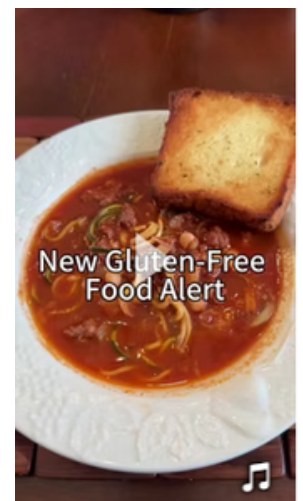
HUNGRY ROOT
Promotion



AGAINST THE
GRAIN
Product Feature



JUST FOOD FOR
DOGS
New Stores



HARRY'S FAMOUS
Recipe Creation



Social MEDIA

BRAND PARTNERSHIPS

**JustFood
ForDogs.**
More life. More years. More love.™



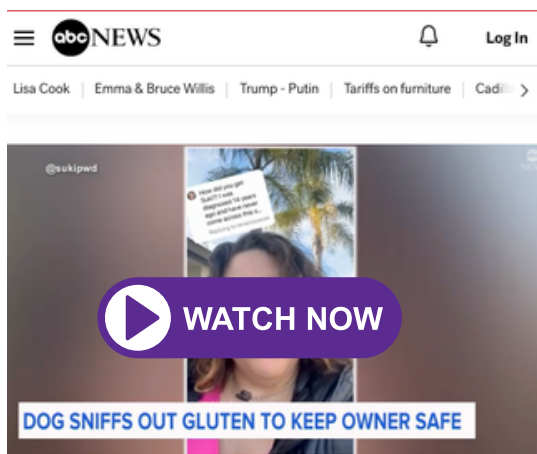
HARRY'S FAMOUS™
SAUCE



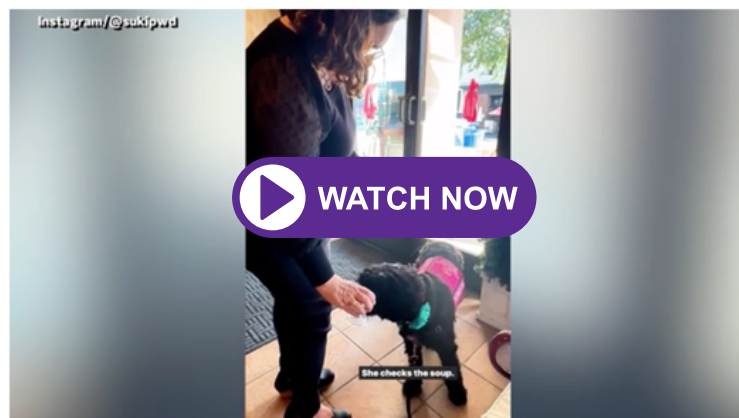
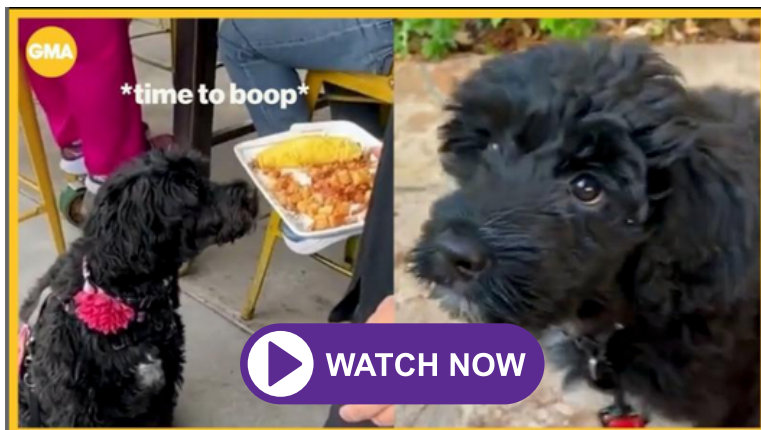
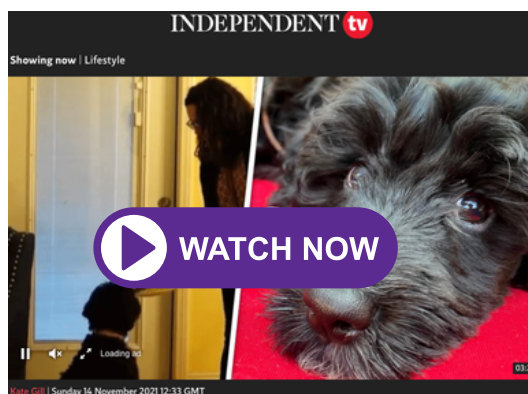
Quinn

Genexa®

Press FEATURES



This dog sniffs out gluten to keep owner safe
Suki, a certified gluten-detection dog, is a lifesaver for Kendra Williams, her owner who has celiac disease.



By **Lucy Notarantonio**
 Senior Life and Trends Reporter
 Newsweek is a Trust Project Member

Case STUDY



By Dash

Goal of this video was to showcase a viral recipe with my own spin on a single serve version using the Dash Mini Waffle Maker. The idea was to show how easy it was to make a delicious, gluten-free meal in a single serve version.

This video was posted when I had 26,000 followers on Instagram. My style has changed, but this provides a look at how my audience responds to the buy dash waffle makers.

ORGANIC RESULTS

4.6%

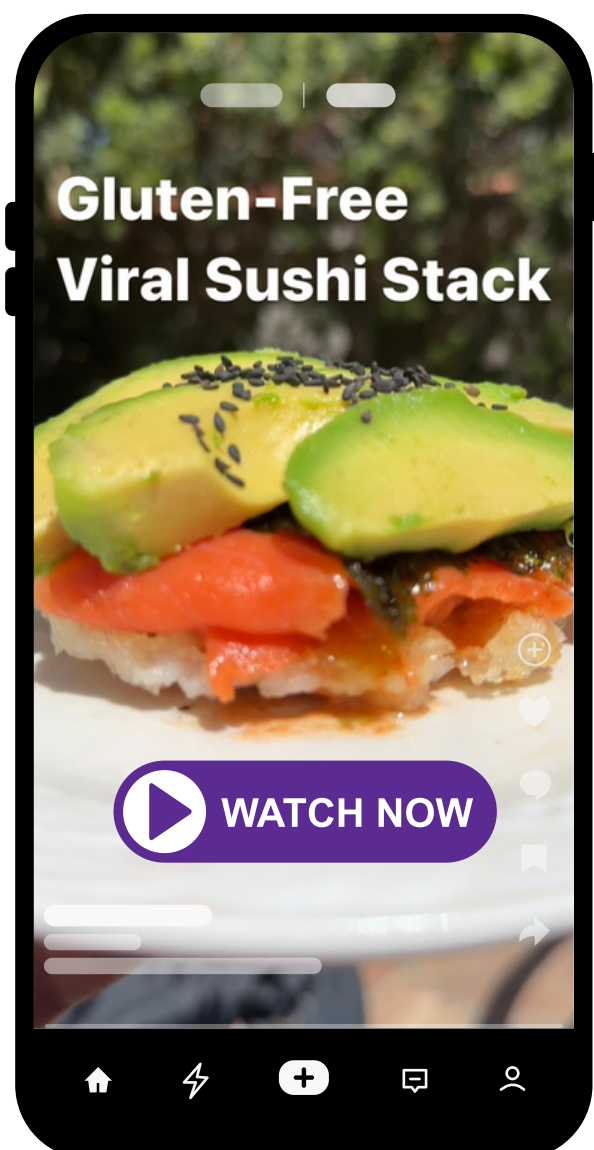
engagement rate on Instagram

Over 1%

Save Rate

9,096

Views



Case STUDY

Genexa®



chowdernosebest 5w

Love their stuff! They're also super clean for medications which is so nice ❤️



glutenfreesince03 5w

Great!! Thanks for sharing this! Sending to my 3 kids right now! ❤️



cdnk8 5w

@genexa as a celiac I can tell you this is a game changer, that you label your otc meds gf. Saves a lot of worry and time for those of us who don't have @sukipwd to confirm it's safe!



Genexa Reached Medically Gluten-Free Families with a Targeted, Relatable Campaign

The goal of this campaign was to create authentic, relatable Instagram Reels showcasing how Genexa helps families navigate Cold & Flu Season with clean medicine that actually works.

Because Genexa is certified gluten-free, I focused on sharing that feature with my audience because finding gluten-free medicine is often a very challenging prospect for people who are medically gluten-free.

ORGANIC RESULTS

15,454

views across platforms

Engagement Rate

5.3%

on Instagram

8.6%

on TikTok

1.2%

on Facebook

Watch Time

2.5 Days of Attention

Instagram: 17h 31m

Facebook: 1d 2h

TikTok: 1h 33m

Case STUDY



Hungryroot

Goal of this video was to showcase how well Hungryroot meets different dietary needs, and is easy to customize. Delivering delicious gluten-free sized groceries and easy to make meals to your door. The video showcased 40% of the first box.

Unboxing video showcasing this gluten-free subscription box. Detailed comments and DMs showed high engagement from my followers. This was paired with a blog post with recommendations for ordering gluten-free.



ORGANIC RESULTS

4.9%

engagement rate on Instagram

54.1%

from non-followers

81.3%

of engagements were from followers

My Honest Hungryroot Experience + Recipes You'll Want to Try

Updated: Feb 8



I get overwhelmed with constant shopping stresses me out. I love isn't simple when you have celiac. I was wondering if it would be safe for me to check it out myself. I pur weeks and I really enjoyed it. I s using it, Hungryroot reached out videos for them in a paid partner paid, but some of the food I rece

by Hungryroot. I will still pay for the service for myself.



How it works

Hungryroot is not just a meal delivery serv groceries as part of your order. You order app. You select your dietary needs and it v

BLOG POST

323K

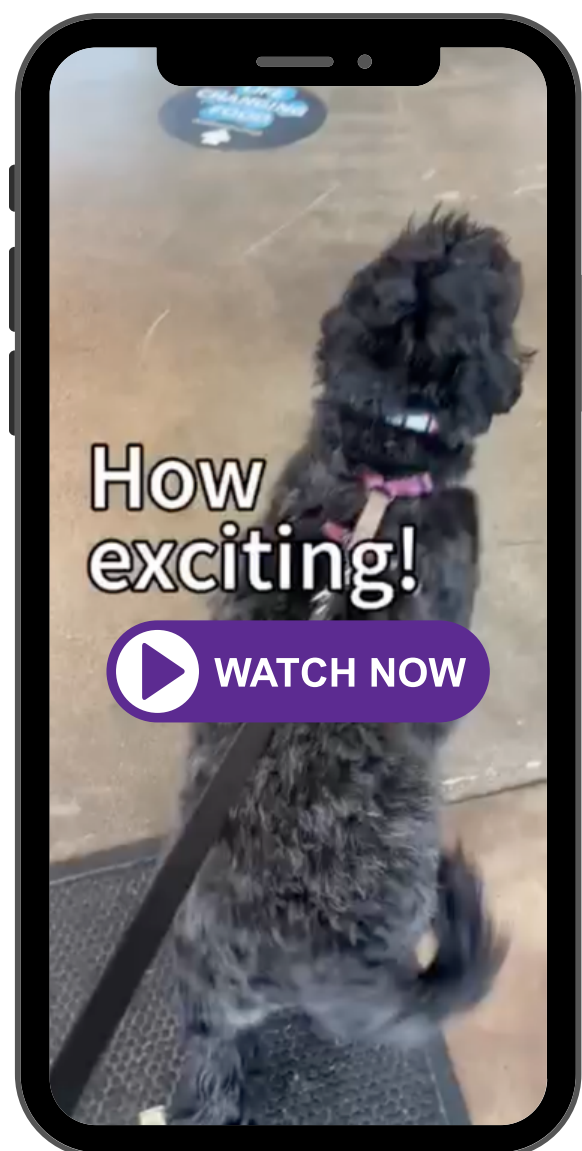
lifetime views

1.6% CTR

+62% Views last 30 days

Case STUDY

**JustFood
ForDogs.**
More life. More years. More love.™



JUST FOOD FOR DOGS

Campaign to showcase the local Just Food For Dogs Kitchens. Showing how each kitchen is a pet friendly place to pick up your dog's favorite food and treats.

Played with a fun voice for Suki to make it more engaging and to show her excitement and the engagement with the staff.

ORGANIC RESULTS

8.09%

engagement rate on Instagram

82.1%

of views from non-followers

47%

from of interactions were
from non-followers

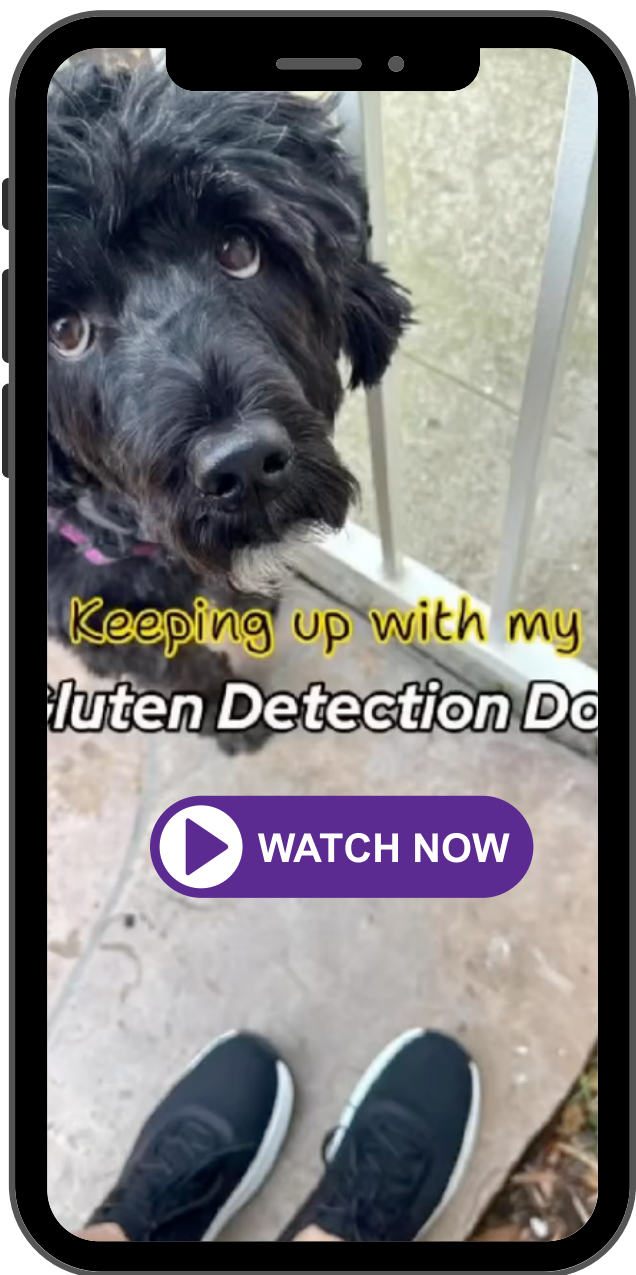
Case STUDY



ORTHOFEET

The goal of this campaign was to showcase the comfort of the OrthoFeet shoes for people with mobility and foot issues like plantar fasciitis. Focusing on the lightweight comfort, cushioning, and breathability with a stylish look.

This campaign showcased how OrthoFeet allowed me to keep up with my active dog and my busy life without any foot pain.



ORGANIC RESULTS

5.79%

engagement rate on Instagram

75.1%

of views from non-followers

81.1%

of engagements were from followers

1.76%

CTR to Product Detail Page

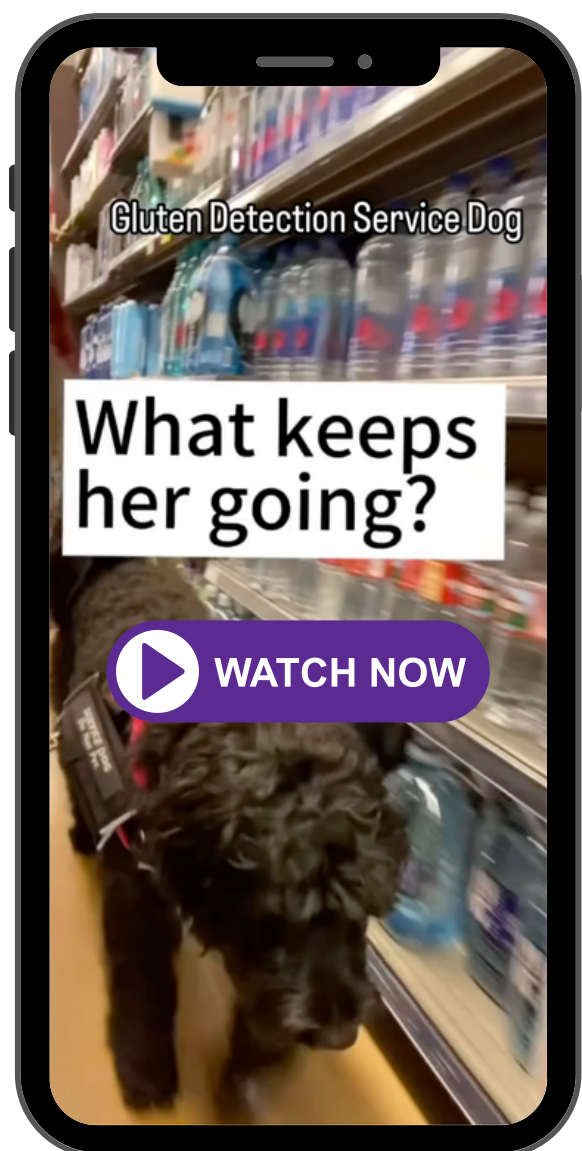
Case STUDY

**JustFood
ForDogs®**

More life. More years. More love.™

JUST FOOD FOR DOGS

The goal of the video was to convey the high quality of the the Just Food For Dogs Food. The video emphasizes the fresh and gluten-free ingredients that provide the nutrition to support the active life of a gluten detection service dog.



ORGANIC RESULTS

6.03%

engagement rate on Instagram

78.8%

of views from non-followers

51.5%

of engagements were from non-followers

Case STUDY

CELIAC CRUISE ITALY & GREEK ISLES

The goal of these videos was to showcase the unique experience of the Celiac Cruise and to increase awareness of the experience. The main feature is the 100% gluten-free food that is served without any worry of cross contact. These videos were also paired with Lives on Instagram and TikTok showing the scenery and answering questions about the cruise.

ORGANIC RESULTS

3.17%

engagement rate on
Instagram for the series

2,011,849

total views

60,923

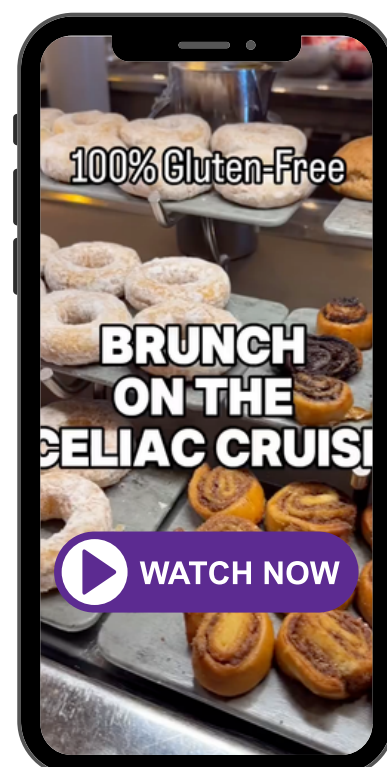
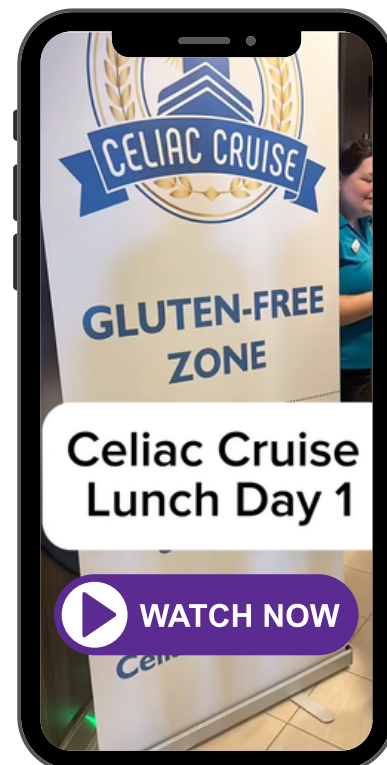
Total Engagements

20,851

Shares

6,158

Saves



Case STUDY



SEATTLE WEEKEND GETAWAY

Two videos featuring a weekend getaway to Seattle. Where we explored some of the best gluten-free restaurants and breweries, plus visited some key sights like Pike Place Market.

ORGANIC RESULTS

6.7%

engagement rate on across
Instagram & TikTok for the
series

83%

engagements from followers

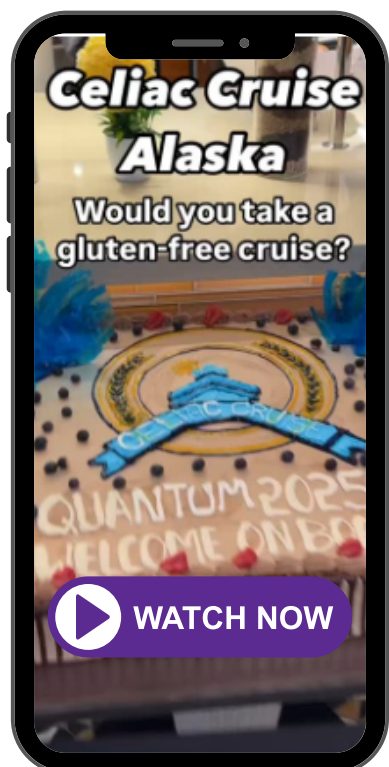
454

Saves across platforms

21,805

Views

Case STUDY



CELIAC CRUISE ALASKA

Series of 9 videos plus daily live videos showcasing the beauty of Alaska and the uniqueness of the Celiac Cruise.

ORGANIC RESULTS

4.13%

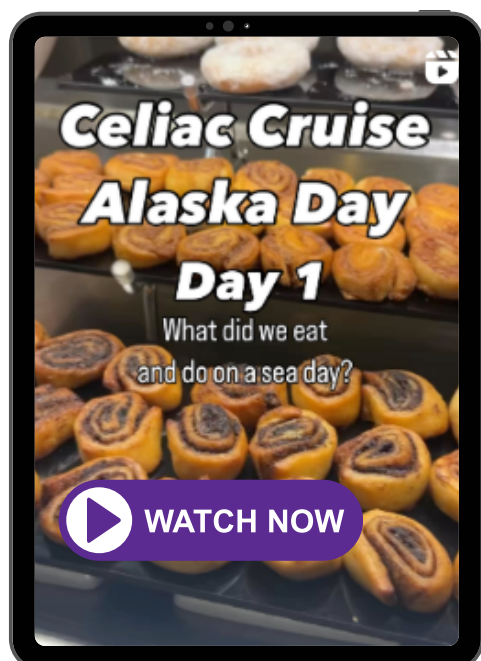
average engagement rate
on Instagram for the series

40,731

total views

57.4%

of views from non-followers



Case STUDY

**JustFood
ForDogs.**
More life. More years. More love.™

JUST FOOD FOR DOGS

The goal of this video was to show the broad appeal of the Just Venison Single ingredient treats as a Halloween treat.

Dogs joyfully running up to a scary masked character show how enticing the treats are to dogs.

ORGANIC RESULTS

3.26%

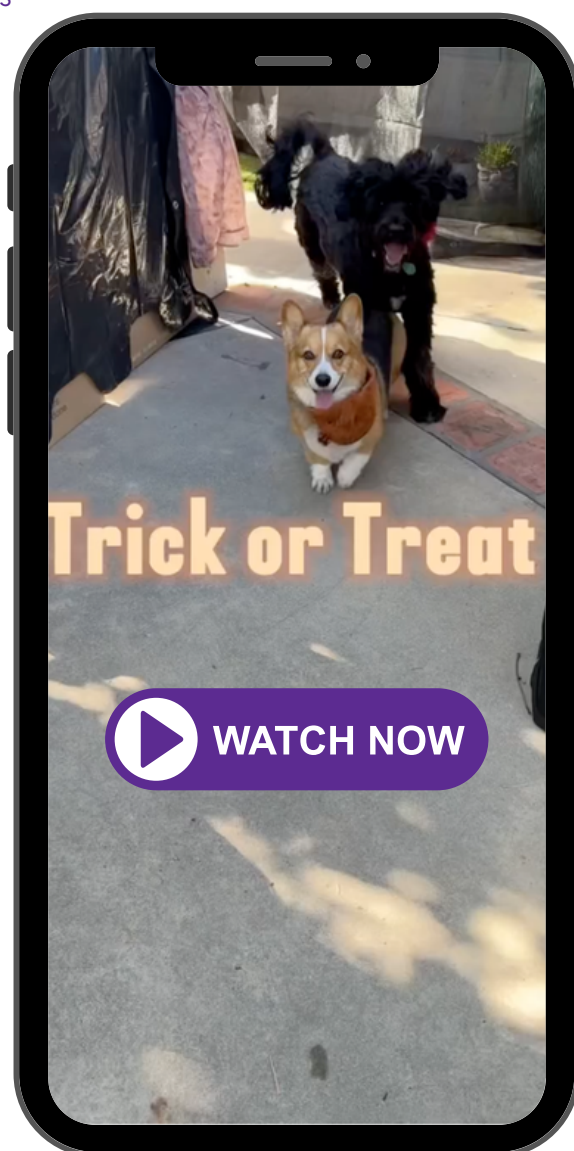
engagement rate on Instagram

76.7%

of views from non-followers

21.5%

of engagements were
from non-followers



PROFESSIONAL EXPERTISE

Kendra Williams



With over 20 years of experience in digital marketing, eCommerce, and omnichannel retail, Kendra specializes in helping brands, manufacturers, and retailers develop winning strategies for growth. She is also an influencer and content creator who has an engaged audience of over 140,000 across social media platforms.

- Digital Marketing & eCommerce Expert – Advising Fortune 500 brands and retailers
- Omnichannel Strategy Leader – Helping consumer packaged goods (CPG) brands and retailers execute winning strategies.
- Social Media Expert – Developed & led social media marketing for over 15 brands.
- Social Media Influencer & Content Creator: 140,000 followers across platforms
- Grocery, Mass, Natural Channel & Ecommerce Experience – growing sales through digital and physical platforms.
- Workshop Facilitator & Educator – Develop and lead corporate training & capability-building programs.
- 20+ Years Working with Top Brands – Spectrum Brands (Nature's Miracle, FURminator, Cutter, etc.), Mars, Heinz, and more.

With a background in digital marketing, e-commerce, and sales, she has developed strategies and led teams managing digital marketing, e-commerce, and traditional sales for consumer-packaged goods retail.

[linkedin.com/in/kendrakwilliams/](https://www.linkedin.com/in/kendrakwilliams/)



SERVICES

SPONSORED POSTS

BRAND AMBASSADORSHIP

CONTENT CREATION

VIDEO PRODUCTION

CAMPAIGN DESIGN

ON AIR TALENT

SPEAKING ENGAGEMENTS

DIGITAL MARKETING &
ECOMMERCE CONSULTING



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