



ABOUT TRISTA

Trista Perot is an author, business owner, speaker and founder of the brand and blog, Tried and True by Trista. Trista writes about crafts, product reviews, family fun in north Texas, food, travel, and entertainment. Her goal is to educate and entertain guests of her website and social channels with positive messaging. Trista is also the founder of a national crafting club, launched in 2013 with members from across the country. Members meet in person and virtually several times a year. They are a creative collective bonded in friendship, that share ideas and techniques to help each other expand their crafting knowledge and expertise.



OPPORTUNITIES

- Product Reviews
- Sponsored Content
- Guest Speaking
- Brand Partnerships

INFLUENCE

- 29,000+ Facebook Likes
- 5,100+ YouTube Subscribers
- 4,200+ Pinterest Followers
- 3000+ Instagram Followers

ABOUT THE BRAND

Trista launched her website as Mommy Upgrade in 2010. It began as an online account of crafting and entertaining adventures with and for her daughter, the "Princess Cupcake." MommyUpgrade was rebranded in 2020 to better reflect its current emphasis on reviews of products and experiences women would enjoy, and how-to's that are anchored in DIY, crafts, and celebrations.

ELSEWHERE

- Facebook.com/TriedandTruebyTrista
- YouTube.com/TriedandTruebyTrista
- Pinterest.com/TriedandTruebyTrista
- Instagram: @TriedandTruebyTrista & @tperot
- Twitter: @TriedandTruebyTrista