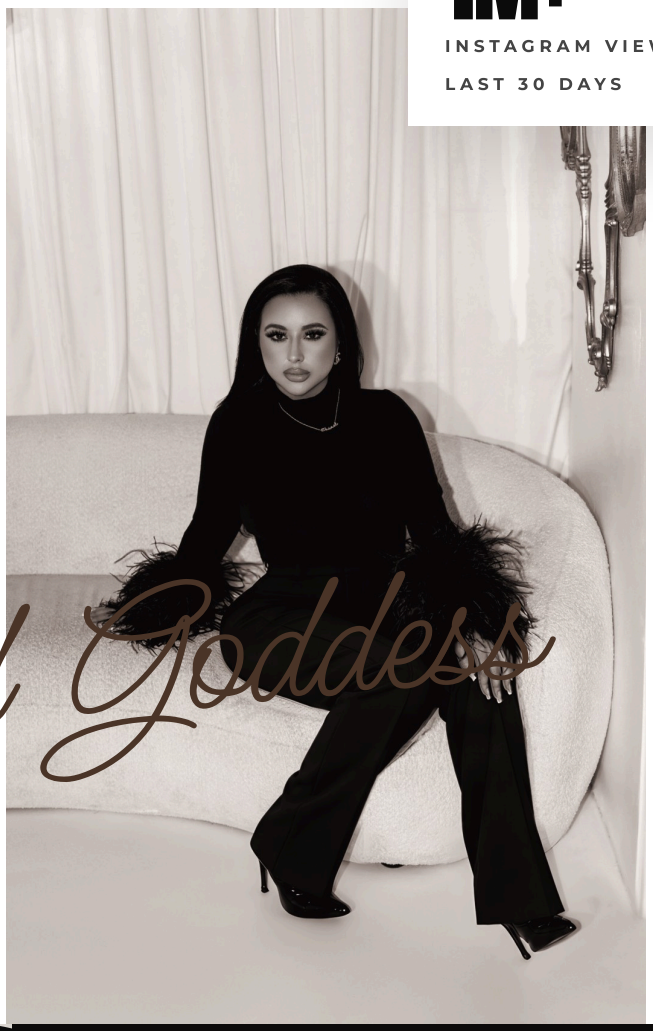
CHEF

CHANEL ROJAS

The Food Goddess

1M+

INSTAGRAM VIEWS
LAST 30 DAYS



NJ · NYC
EST. 2021
PRIVATE CHEF

FOOD CREATOR | PRIVATE CHEF | CATERER

Bold comfort food with Cuban roots, plated like a night out — and filmed in a real, busy kitchen.

@IAMCHANELROJAS · BERGEN COUNTY, NEW JERSEY



CHANEL ROJAS

FOUNDER, THE FOOD GODDESS LLC

REAL FOOD, ELEVATED

with Cuban roots

I'm Chanel Rojas, a New Jersey food and lifestyle creator, private chef, and founder of The Food Goddess LLC, a catering and meal-prep company.

I grew up on Cuban flavor and I cook everything — bold comfort food plated like a night out. Brands work with me for recipe-driven Reels that show their products in real use, cooked by someone who feeds people for a living.

Off camera: digital cookbooks and planners, an Amazon storefront, and private events across North Jersey and New York City.

CUBAN ROOTS | PRIVATE CHEF & CATERING | CONTENT CREATOR

WHAT I CREATE

FOUR LANES, ONE KITCHEN

WEEKNIGHT DINNERS

Restaurant-quality plates made doable at home.

CUBAN & CARIBBEAN ROOTS

Sancocho, sopa de pollo, picadillo, rasta pasta, jerk everything.

COOKWARE IN ACTION

Products shown doing the job in a real, busy kitchen.

NJ & NYC DINING

Restaurant features and nights out worth booking.

INSTAGRAM

@IAMCHANELROJAS · PRIMARY PLATFORM



1M+

MONTHLY VIEWS

Over one million Instagram views in the last 30 days, driven by recipe Reels.

10.6K
FOLLOWERS

6.3K
AVG. REEL VIEWS

6.0%
AVG. ENGAGEMENT

37.9K
TOP REEL VIEWS

5.1K
LIKES ON TOP REEL

LIVE INSIGHTS

Screenshots from Instagram & TikTok insights available on request.

TIKTOK

@IAMCHANELROJAS

2.5K
FOLLOWERS

31.5K
LIKES

272
VIDEOS

ENGAGEMENT AND REEL VIEWS AVERAGED OVER RECENT POSTS

BRANDS I'VE WORKED WITH *& loved*

CARAWAY
AMBASSADOR

BURLAP & BARREL
SPICES

FULTON FISH MARKET
SEAFOOD

MIKE'S HOT HONEY
HOT HONEY

HAUSWIRT
KITCHEN APPLIANCES

FRITAIRE
AIR FRYERS

RESTAURANT FEATURES

NJ DINING

CHARKOL
FREEHOLD, NJ

CAPON'S CHOPHOUSE
HACKENSACK, NJ

LABEBE PRIME
NORTH BRUNSWICK, NJ

RECENT WORK

SHOT & COOKED BY CHANEL



HONEY BUTTER BRANZINO — HAUSWIRT



RASTA PASTA — CARAWAY



SHRIMP & RICE — CARAWAY × FULTON

PACKAGES *& rates*

RATES

Every package includes concept, recipe, styling, filming and editing by me.

INSTAGRAM REEL
One 30–60s recipe Reel, posted as a collab, plus 3 Story frames with your link.

FROM **$450**

TIKTOK VIDEO
One 30–60s recipe video on TikTok.

FROM **$250**

REEL + TIKTOK BUNDLE
One concept, filmed once and cut for both platforms.

FROM **$600**

INSTAGRAM STORIES
A 3–5 frame Story set with link sticker.

FROM **$150**

UGC VIDEO
No posting. One edited 30–60s video for your channels, 30-day organic usage.

FROM **$250**

RECIPE DEVELOPMENT
An original, tested recipe written for your brand, plus 3 styled photos.

FROM **$400**

PRIVATE CHEF & CATERING
Brand dinners, launches, tastings and activations in NJ & NYC.

Inquire

ADD-ONS

STACK ONTO ANY PACKAGE

+30%
PAID USAGE & WHITELISTING · PER 30 DAYS

+$150
RAW FOOTAGE

Quoted
CATEGORY EXCLUSIVITY · PER BRAND

LET'S CREATE SOMETHING DELICIOUS *together*

CHEF-MADE

Every recipe is developed and cooked by a working private chef.

REAL USE

Your product doing the job in a real kitchen, never just posed.

SHOPPABLE

Discount-code partnerships with Caraway, Fritaire and Hauswirt.

EMAIL	chanelrojasbusiness@gmail.com
INSTAGRAM & TIKTOK	@iamchanelrojas
CATERING	@thefoodgoddessnj
BASED IN	Bergen County, NJ · serving NJ & NYC



YUM