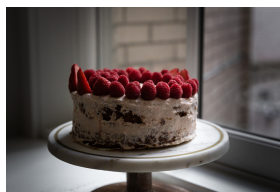


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the Korean vegan.



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The Korean Vegan

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JoanneMolinaroTeam@unitedtalent.com

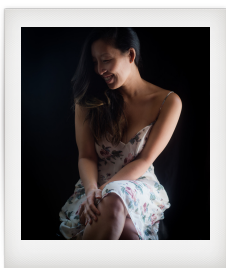


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The Korean Vegan

Storytelling Through Food



”

“A lawyer by day, long-distance runner by morning, and author-slash-blogger by night... Molinaro has a characteristic efficiency that made her a natural on the short-form video platform....”
Healthy-ish by Bon Appetit Magazine

With over 5 million fans spread across her social media platforms, New York Times best-selling author and James Beard Award-winner Joanne Molinaro, a.k.a The Korean Vegan, has appeared on The Food Network, CBS Saturday Morning, ABC's Live with Kelly and Ryan, The Today Show, PBS, NPR, CNN, and The Rich Roll Podcast. She's been featured in the Los Angeles Times, The Washington Post, The Atlantic, and Food & Wine Magazine; and her debut cookbook was selected as one of "The Best Cookbooks of 2021" by The New York Times and The New Yorker, among others.

3.0 Mil

TikTok
Followers

80K+

Monthly Website
Viewers

765K

Instagram
Followers

150K

Threads | Twitter
Followers

1.09 Mil

YouTube
Subscribers

194K

Facebook
Followers

TikTok Demographics



USA, UK,
Canada,
Australia



Female 85.4%
Male 14.6%



Engagement
Rate: 24%

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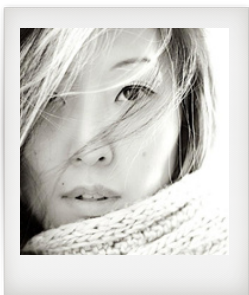


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Background

Joanne Molinaro is a Korean American trial lawyer, born in Chicago, Illinois. Her parents were both born in what is now known as North Korea. Molinaro started her blog, The Korean Vegan, in 2016, after adopting a plant-based diet. In July 2020, she started her TikTok (@thekoreanvegan), mostly as a coping mechanism for the isolation caused by the global pandemic. She began posting content related to politics and life as a lawyer during quarantine.

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Engagement
Rate: 24%

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