



Congrats on your face

I BELIEVE IN RED LIPSTICK

DON'T Call Me Mommy

SAM + HAELY

Create fun & fresh digital content that breaks through the noise

Media Kit

ABOUT US

Don't Call Me Mommy is a content creation and digital influencer team comprised of Haely White and Samantha Gutstadt who create comedy about #momlife, because let's be honest...if they aren't laughing, they're crying.

The duo first met as red carpet hosts but later came together after Haely's first baby was born and she exclaimed to Sam, "Why didn't ANYONE tell me this?" And that is how their first digital series was born: Sh*t No One Told You, airing on Facebook with over 4 million views (Mom.me). Combining their seasoned backgrounds in advertising, sketch comedy, video production, editorial and social media — Don't Call Me Mommy is a one stop shop for content production.

Don't Call Me Mommy's work has been featured on Parents.com, Mom.me, FabFitFun and more. This year alone they've hosted the LA Baby Show, Influential Summit, RedCARpet Safety Event with Ali Landry, and their first DCMM event with Savoir Collab: Postpartum on the Real. They've also recently partnered with Makers and Goods to create a seasonal self care box for badass moms, and will be speaking at Mom 2.0 in Austin this spring.

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ABOUT SAM

Samantha is an Actress, Writer and Content Creator. She's also a mom to two little boys who inspire her daily. In addition to authoring her own blog SamSoMuch, Samantha writes and creates content for Nylon Magazine, Sephora.com, Mom.me, Bottle+Heels, Mother.ly and more. She just published her first piece on Parents.com! She has a series she created with her partner Haely White on Mom.me called Sh*t No One Told You (their first 2 episodes have over 3 million views). Samantha also appeared on Almost Perfect Life Hacks on Awestruck Network (where one episode has over 42 Million views). Samantha just appeared in Forbes magazine, featured as one of LA's Mom Influencers to watch!

Samantha is an on-camera host for world renowned company, Alibaba. As for performing, she recently appeared on stage in the Expressing Motherhood show in Los Angeles, performing a piece she also wrote.

Sam loves to "geek out" to tech stuff and curates an event series in Los Angeles called Digital Femmes where influencers come together with experts to speak about the digital space. She still auditions and appears in commercials, and print ads, sometimes with her two adorable little guys, Ryder and Asher.

Samantha regularly collaborates with brands on her social and blog. She is a well established influencer in several verticals including Fashion, Beauty, Lifestyle and Parenting and is regularly asked to appear and speak at panels like Simply Fashion Island, The Influential Summit and The SoCal Moms Wellness Event.

Samantha and her partner Haely White recently launched their content creation studio called Sam + Haely, where they provide copy-writing, video production services and more!

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ABOUT HAELY

After her dreams of being a Broadway star didn't pan out, Haely settled on being a writer, actress and director. Haely writes, directs and stars in her own comedy content with 6+ million views and counting, featured on Hello Giggles, Funny or Die, FabFitFun, Mom.me and more.

Haely also co-created the award-winning series that she stars in, *DATED*, directed by *The Mindy Project's* Rob Burnett, winner of *Largo Film Awards Best Comedy* and an official *Hollyshorts Film Festival* selection. In addition, her *DATED* TV pilot was selected as a *Sundance Story Lab* semi-finalist in 2017.

Most recently, her new Facebook series with partner Sam Gutstadt, *Sh*t No One Told You*, reached over 3 million views within the first two episodes. Haely writes, directs and stars in the series.

On the branded and commercial side, Haely has created and written spots for for *Axe*, *Budweiser*, *Mattel*, *Target*, *Lansinoh*, *Belkin*, *Beats by Dre*, in addition to brands in the mom vertical (since becoming a mom in 2016).

She's currently developing several half hour TV shows, in addition to selling branded and scripted digital shows. In a world where comedy has turned dark and snarky, she hopes to bring back female-driven, feel good comedy. And bios that aren't written in third person.

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AS SEEN ON



BRANDS WE'VE WORKED WITH



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OUR SERVICES



Working collaboratively, we create video content that can be used across all social media platforms, websites, and anywhere else you can feature video! In addition, we offer packages to help with promotion via our social channels and leverage our background in the social and influencer space to advise and strategize with you.



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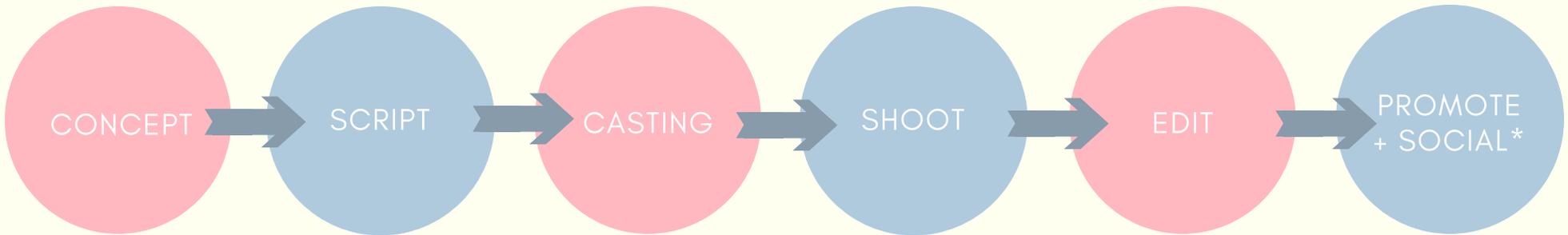
Sam + Haely oversee your content creation from point A to point Z, with no need to hire an outside agency. Combining seasoned backgrounds in advertising, sketch comedy, video production, editorial and social media — we develop and produce original content for your brand that's fresh, fun and relatable.



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OUR PROCESS

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**Optional add-on*

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SAMPLES OF VIDEOS WE'VE CREATED

click to watch



SH*T NO ONE TOLD YOU ABOUT SEX AFTER THE BABY

1.6m organic views on Mom.Me FB



SH*T NO ONE TOLD YOU ABOUT BREASTFEEDING

232k organic views on Mom.Me FB



SH*T NO ONE TOLD YOU ABOUT BABY NUMBER TWO

367k organic views on Mom.Me FB



LANSINOH: IMAGINE ALL THE POSSIBILITIES



FABFITFUN TV SERIES: DON'T CALL ME MOMMY



DON'T CALL ME MOMMY: HOLIDAY GIFT GUIDE



COMEDY SKETCH: DID I JUST SAY THAT?

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IN THE PRESS

click to read



THE PLUG LOS ANGELES



PARENTS.COM



FABFITFUN.COM

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SOCIAL MEDIA



INSTAGRAM • 107K

FACEBOOK (PERSONAL)

FACEBOOK (VERIFIED) • 3.5K



INSTAGRAM • 11K

FACEBOOK (PERSONAL)

DON'T CALL ME MOMMY



14.2K



413

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LET US HOST YOUR NEXT EVENT

Sam and Haely offer the combined experience as TV and live hosts and are ready to bring fun, energy and laughs to your next big event.

Services we offer are including, but not limited to:

- Creating a full run of show, including transitions, crowd bits, jokes and monologues.
- Social media integration. Launching a new product or looking to create buzz around a film premiere? We can post throughout the event to raise brand awareness via Instagram stories or a platform of your choice.

SOCIAL TAKEOVER

Want more buzz around your event? As in demand influencers, Sam and Haely offer an exclusive Instagram takeover or Facebook Live for your brand.

Some examples include: Film releases, Press Junkets, Award Shows, Product Launches and more! Want to hear more? Reach out and let us know how we can help.

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SAY HELLO

For inquiries, please contact us at:

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