
The (Oblivious) New Mama

PARENTING | LIFESTYLE | FOOD | NO F--KING IDEA



Leah Cwikel



I am a Sydney-based writer and editor, currently working as a publicist for one of Australia's leading book publishers. I have worked across both print and digital platforms and titles including *Habitus*, *DQ* and *InDesign* magazines as well as *SBS* and *SBS: Zela*. Previously, I was co-owner of a successful bookshop cafe, and have since taken the skills I learned there and applied them to my own kitchen where I like to think of myself as no-fail baker and food-maker who thinks of recipes and exact measurements as more 'guidelines' than anything else.

I never leave home without at least one book on my person and can often be found scratching in my notebook.

The Blog

The (Oblivious) New Mama is home to lifestyle pieces, my journey towards motherhood in all of its joy and chaos, book reviews and suggestions as well as a varied menu of homemade meals and desserts.

The (Oblivious) New Mama aims to be a platform where honest conversations about real, sometimes extremely tough experiences, worries and topics take place. My raw, often witty (I like to think, anyway) writing style allows me to talk candidly and openly with my audience and has always been the backbone of the brand.

I have embraced a trial-and-error approach to pregnancy. There is an abundance of websites offering mums-to-be factual information. What is lacking is any real, female voices telling their own story of pregnancy. *The (Oblivious) New Mama* aims to connect pregnant women and their partners through shared experiences and helpful information learned along the way.

A space where there is no judgement or expectations, the site covers everything from a 'no fail' approach to cooking - seldom following recipes - the highs and lows of pregnancy, everyday life as well as relationships, food and witty anecdotes (I like to think, anyway).

SERVICES OFFERED

- Writing and Content Creation
- Social Media Promotions
- Product Reviews
- Blog Advertising
- Editing

AUDIENCE REACH

- >500 unique visitors per week
- >2k Page Views per week
- >700 Instagram followers with steady growth

PARTNERING WITH

- Seedlip Drinks
- Palmer's Cocoa Butter Formula