



Melissa ●●● LEONG

TV Personality | Personal Finance Expert



TheSpotlightAgency.com



MELISSA LEONG

Personal Finance Expert | Television Personality

Melissa Leong is one of Canada's most trusted and engaging voices on money matters. She is the resident money expert on CTV's *The Social*, one of Canada's leading daytime talk shows, and has been a repeat guest on *The Drew Barrymore Show*. A national media personality, Melissa is also a go-to money expert for programs such as BNN, CBC Radio, *Breakfast Television*, CP24, Global News, and Newstalk 1010. Through her channels, Melissa reaches millions of Canadians on her quest help audiences reduce financial stress, make better decisions, and build lasting confidence around money — without sacrificing happiness or well-being.

A graduate of Ryerson University's esteemed Bachelor of Journalism program, Melissa is an award-winning writer. For almost two decades, she has reported on a variety of subjects, including crime, politics, arts, and business for the *National Post*, the *Toronto Star*, *The Globe and Mail*, and was the personal finance writer for the *Financial Post*. She has interviewed thousands of subjects, including heads of state, royalty, and celebrities such as Hugh Jackman and Carrie Fisher.

Melissa is the author of the award-winning, feel-good finance guide *Happy Go Money*. It combines psychology with personal finance to create a practical, easy-to-understand guide to spending smartly, saving right, and enjoying life. Additionally, Melissa's first children's book about money will be published by Kids Can Press in 2027.

A mother to two young children, Melissa also mentors youth and volunteers for organizations that promote the advancement and empowerment of women.

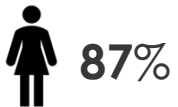
@LisLeong

20K+ Followers on Instagram

Audience Demographics



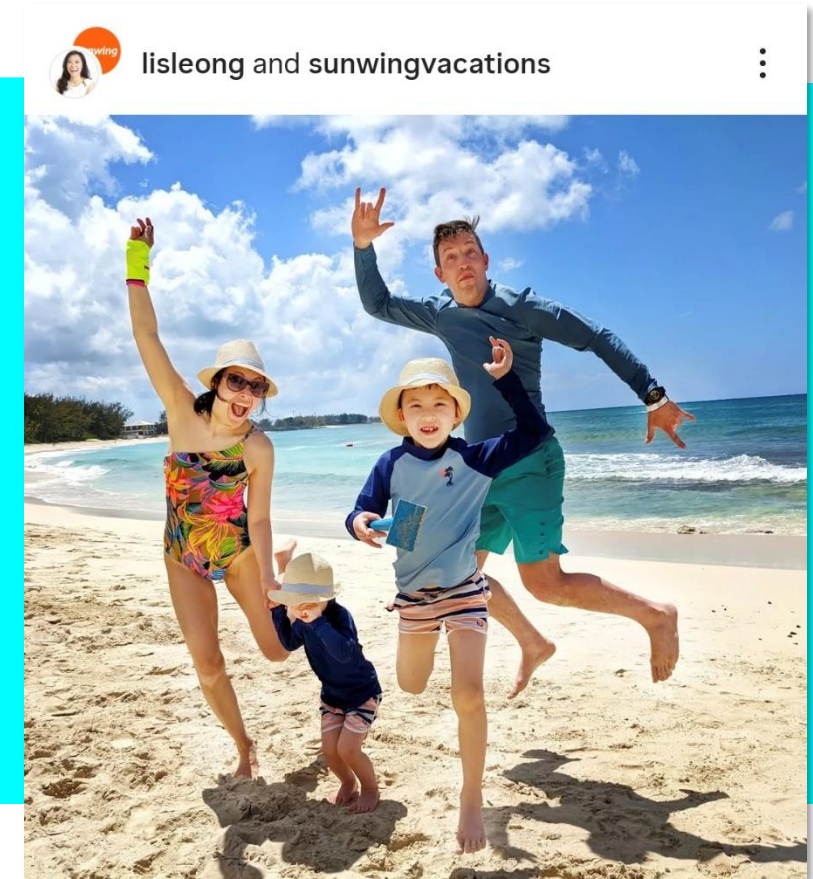
14% ages 25-34



40% ages 35-44

29% ages 45-54

Over **66%** of Melissa's followers are **Canadian!**





Happy Go Money:

Spend Smart, Save Right & Enjoy Life

In *Happy Go Money*, financial expert Melissa Leong cuts through the noise to show readers how to get the most delight for their dollar. Her award-winning book combines happiness psychology and personal finance and distills it into an indispensable starter guide. Each chapter provides practical, easy-to-understand advice on topics such as spending, budgeting, investing, and mindfulness, while weaving in research, interactive exercises, and relatable anecdotes. Frank, funny, and empowering, this primer challenges everyone to revamp their relationship with their money so they can dial down their worries and supersize their joy.

the DREW barrymore show

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DREW

Consider a New Year's resolution to freeze your spending in January and reset your financial habits: experts



By **Anne Gaviola** • Global News

Posted December 29, 2021 8:00 am · Updated December 28, 2021 11:09 pm · 4 min read



Money experts offer words of advice for making and keeping your financial resolutions in 2022. (l to r) Zandile Chiwanza, Rubina Ahmed-Haq, Melissa Leong. Photos supplied



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Melissa is available to partner with brands for a variety of initiatives, including:

- Spokesperson roles
- Media appearances
- Digital video and television ads
- Podcasts
- Event hosting and moderating
- Guest appearances
- and more

Past partners:



Partnership Opportunities ●





For more information, please contact:

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