



AISHA BAKER

Bio

AWARD-WINNING INFLUENCER | BUSINESSWOMAN | STYLE ICON AND MOTHER

Aisha Baker founded BakedOnline in 2009 when launching her first blog bakedtheblog.com as a first-year student. "I am pretty blessed to run a business I am so passionate about. Baked is all about getting high on life, being fiercely feminine and inspiring women across South Africa and the world."

Aisha's followers and readers are empowered women, opinion makers, culturally and socially engaged, ambitious, decisive and have a taste for all things stylish.

In 2016 Aisha was nominated by Nickelodeon as their favourite African blogger at the Nickelodeon Kids Choice Awards and received Glamour South Africa's glamorous woman of the year award, in the same year. In 2018 she graced the cover of Cosmopolitan for their influencer issue. Most recently Aisha has been nominated for a 2019 Global Social award in the Inspiration & Influence category and won E! Entertainment Africa's Pop Culture Social Media Award. She was also announced as one of Forbes Africa's 30 Africans under 30 in the creative category.

With her platforms, Aisha hopes to create a space where young millennial women and moms, like Aisha, can interact with content that is relevant to their lives in Southern Africa, the United Kingdom, United Arab Emirates and the world.

Aisha is passionate about eradicating violence against women and children in South Africa and is a proud benefactor of Rape Crisis. Aisha also supports NPO Montessori Early Learning foundation to better educate teachers in the foundation phase from all income groups and communities through her motherhood event "Millennial Mama". She hopes to launch a foundation later in her career where she can support education in young South African women.