

Recipe for success: Ramsey gains audience on social media through cooking videos

BY KARAH WILSON
MESSENGER-INQUIRER

When Owensboro resident and nurse Matt Ramsey posted his first cooking video onto TikTok in 2020, he never imagined gaining an audience of one million followers.

Five years ago, Ramsey was working at Owensboro Health Regional Hospital as a cardiac catheterization nurse posting photos of his meals on Facebook when a coworker, Matthew Peech, suggested uploading videos of his cooking process.

“He has a very successful social media channel with woodworking,” Ramsey said. “He would always tell me to record videos and post on TikTok but I put it off and on Dec. 27, 2020, I finally recorded

a video and put it on TikTok.” Ramsey said he was confident the first video would go viral, but that he doesn’t know if it even has 1,000 views today. “I’m a very persistent and stubborn person,” he said. “I posted three to four videos a week for a couple of weeks and in that second week, I posted a video that got roughly 10,000 views, which fueled the fire.” After three months of posting, Ramsey had his first viral video. “It was a simple recipe,” he said. “Totino’s Pizza Rolls had a video of them tossing the rolls in garlic parmesan butter and I made a version of that and uploaded it, then I started getting more viral videos.”

For the first year of filming videos, Ramsey strictly uploaded his content to TikTok, but now has Instagram, Facebook and

YouTube accounts dedicated to his cooking videos, which include original ideas to his own twist on viral trends. “If I see something on TV that looks good, I always ask myself how can I put my own spin on that,” he said. “Sometimes I just post food that I’m making for that day, along with trends.” Ramsey said there are times he records a video that he doesn’t upload because they don’t always meet his expectations. “When I was getting started, I would post everything I made,” he said. “That’s changed a little bit.” Some of his videos are more

successful than he anticipates when he uploads them. “I try to record everything in case I want to post it and a few weeks ago I just threw together some tortellini for a quick taco tortellini,” he said. “Recently I didn’t have a video ready so I just edited that and post it. I had no expectations for it whatsoever and it did very well.” The video has gained 3 million views across Instagram and TikTok combined, and the consistent views has led him to work in social media full time. “I was a nurse for 20 years and in August 2023, I quit nursing and started doing social media full time and have been

doing this full time ever since,” he said. “I still keep my nursing license active in case I have to go back to work as a nurse, but I enjoy the flexibility of this and be present for more of my children’s activities. I’m honestly living the dream.” Since starting his social media accounts, Ramsey said he is able to participate in experiences he never thought he’d be able to. “In July I’m going to Mississippi to meet Heath Riles,”

he said. “He won the grand championship for the Memphis in May barbecue competition, which is the biggest in the world. My goal is to immerse myself with people like that so I can learn from the masters of the craft and get better myself.” Ramsey can be found on Facebook, Instagram, TikTok and YouTube under the username cookerofdeliciousness. To view his recipes, visit cookerofdeliciousness.com.



Photo by Alan Warren, Messenger-Inquirer | avarren@messenger-inquirer.com
Matt Ramsey cooks his taco smash burgers on his grill as he films a cooking video for social media on his back patio on June 23 in Owensboro.

NOTICE OF PUBLIC MEETING

The Public Service Commission of Kentucky issued an order on June 26, 2025, scheduling public comment meetings to be held on July 7, 2025, at 6:00 p.m., Eastern Daylight Time, at the Bluegrass Community and Technical College, 164 Opportunity Way, Lexington, KY 40511 and on July 14, 2025, at 6:00 p.m., Eastern Daylight time, at Jefferson Community & Technical College: Southwest Campus Auditorium, 1000 Community College Dr, Louisville, KY 40272 for the purpose of hearing public comments regarding Kentucky Utilities Company and Louisville Gas and Electric Company Case No. 2025-00045, which is the Application for Certificates of Public Convenience and Necessity and Site Compatibility Certificates.

McLEAN COUNTY
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COMMONWEALTH
MCLEAN CIRCUIT COURT
CIVIL ACTION NO.
24-CI-00113

VANDERBILT MORTGAGE
AND FINANCE, INC. PLAINTIFF
Vs. NOTICE OF SALE

EDITH M. CARTER, et al. DEFENDANTS

Judgment \$65,562.90

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PVA Number: 62-37B (land
only)

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The Sale shall be for cash or ten percent (10%) down with thirty (30) days to pay the balance, and the purchaser shall give a bond, with good surety, for the purchase price, payable to the Master Commissioner bearing interest at the rate stated in the Judgment. The purchaser shall pay the real estate taxes for the 2025 tax year

Al Miller, Master
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