



PHOEBE BURGESS

Content Creator

SFMGMT

ABOUT PHOEBE

Phoebe Burgess is a Sydney-based content creator, freelance writer, event MC, host, podcaster, TV Producer & Presenter. Having started out as an associate producer for The Seven Network's News and Sunrise programs, Phoebe has developed a strong presence both in front of the camera & behind the scenes with over 12 years of experience in the Australian media industry.

As an accomplished writer, Phoebe spent two years contributing to news and entertainment across two iconic Australian titles; CLEO and DOLLY. In this role, Phoebe began her years long role in TV commentary appearing on The Today Show's The Grill, Nine News Now, Sunrise and The Morning Show. More recently in 2022 Phoebe became the host & co-producer of Vogue Australia's podcast Under the Gloss. Over two seasons across two years, her signature podcast interviews generated national headlines for interviewees like; Trinny Woodall, Jessica Mauboy, Pip Edwards and many more.

It is through her extensive media experience that Phoebe differentiates from the current creator landscape, leveraging her knowledge to create content that resonates with her audience and initiates long-term results for her partners. Phoebe is a passionate and dedicated ambassador who is willing to grow and diversify with like-minded brands.

Becoming one of Australia's leading fashion and lifestyle personalities, Phoebe's profile continues to develop as she collaborates with brands that align with her values. Phoebe recently fronted Zyrtec's highly successful 2024 Spring campaign in which she co-created a children's book called 'Zach and Zoe's Hide and Sneeze'. Working with other major brands including; Cloud Nine, L'Oreal, Toyota, Nespresso, Johnson and Johnson, Sportscraft, Vogue Australia, Witchery, and many more.

Phoebe received her Bachelor in Media and Communication at the University of Sydney, is fluent in French and is an avid tennis enthusiast.





COLLABORATIONS

Phoebe has the ability to deliver value and visibility through her influence in all aspects of media including traditional and digital media.

She has held multiple front pages with Newscorp titles including many covers with Stellar Magazine - alongside appearances in the pages of Vogue Australia, Marie Claire and many more prestigious titles.

Phoebe has high visibility in all areas including fashion, lifestyle, health and now parenting. Her core demographic is Australian women 25-34 and, 35-44.

Phoebe's followers are active, highly engaged and willing to shop - thanks to Phoebe's discerning eye, trademark style and total relatability, she has proudly developed a unique sense of trust with her followers.

Your brand can tap into this audience engagement by partnering with one of Australia's most authentic and wholesome Mum's and personalities

OPPORTUNITIES INCLUDE

- Brand and corporate spokesperson/ambassador roles
- Event appearances
- Fashion and lifestyle commentary, Style Q&A's,
- MC and event hosting
- Judging panel opportunities
- Social media coverage and content creation
- Product endorsement.
- Authentic and positive word of mouth
- Editorial Opportunities

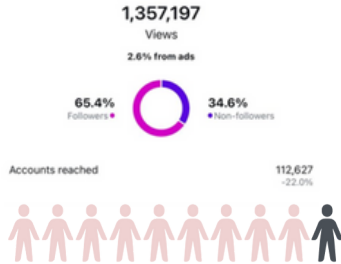


@mrsphoebeburgess



INSIGHTS

Phoebe Burgess continues to build an ever growing social media following



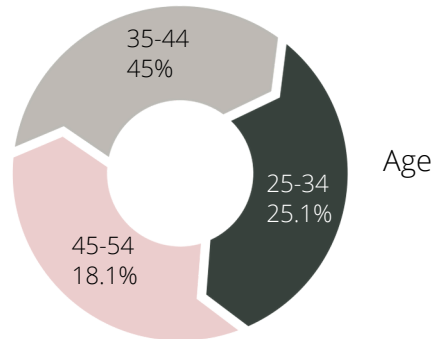
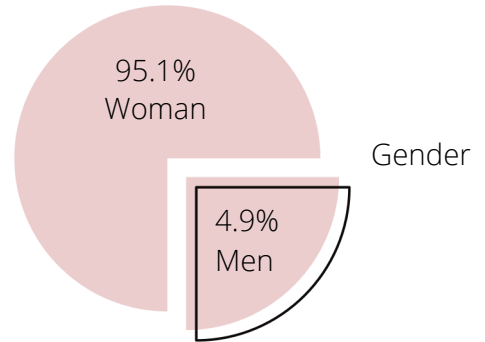
Reach +110K

Sydney 31%

Melbourne 11.6%

Brisbane 5.7%

Top Locations



SFMGMT

AMY@SFMANAGEMENT.COM.AU
SHARON@SFMANAGEMENT.COM.AU

0422 669 687
0419 636 616

