



# PHOEBE BURGESS

Journalist, Media Personality

SFMGMT

# ABOUT PHOEBE

Phoebe Burgess is a freelance writer and TV Presenter, based in Sydney, with over 7 years experience in the Australian media industry. After starting out her career in television as a producer for Channel Seven's Sunrise. Phoebe is also an accomplished writer having spent two years as a news and entertainment writer across two iconic Australian titles; CLEO and DOLLY. In that time, she was responsible for editorial features, fashion spreads and cover stories with a range of talent including; movie stars, recording artists, fashion designers, models and sports personalities.

Phoebe's profile continues to grow and she has worked alongside some great brands in ambassadorial roles in both traditional and digital campaigns for;

Johnsons & Johnsons Baby and Ostelin Vitamins. She is also a regular on Channel 9 TODAY show and TODAY EXTRA. In January 2017, they welcomed gorgeous daughter Poppy and in December 2018 they welcomed a beautiful boy William "Billy" Burgess.

Phoebe studied a Bachelor in Media and Communication at the University of Sydney, and 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. 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. 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
- Racing opportunities
- Social media coverage and content creation
- Product endorsement.
- Authentic and positive word of mouth
- Editorial Opportunities

# PHOEBE'S BRAND STANDS FOR

- Educated and articulate
- Health and Fitness
- Fashion and Lifestyle
- Relatable and approachable
- Loving and caring Mum

*"A partnership with phoebe can have a immensely positive impact on your brands prominence in a highly competitive marketplace."*

Phoebe holds immediate access to a marketplace that is thriving with consumers. It is clear we are surrounded impressionable consumers especially females who are increasingly engaging with influencers. Phoebe has quickly established a respected and appreciated reputation from her previous collaborations. Phoebe has previously worked with brands such as Mimco, Stylerunner, Calvin Klein, Colgate.

Phoebe's followers are active, highly engaged and willing to shop. Each of her posts gains a multitude of comments and likes and has great engagement. She is becoming one of Australia's leading and go-to fashion and lifestyle personalities.

Phoebe sets herself apart from her competitors with not only her striking beauty but her brains - with her years of experience as a successful writer, partnered with her time in media and TV she has the confidence and charisma to proceed your expectations.

Working with Phoebe is a clear sound investment. She is a passionate and dedicated ambassador and is willing to grow and diversify with like-minded brands. She is able to actively promote your brand via her strong social channels as well as her highly followed website and sound word of mouth.



# SOCIAL MEDIA

Phoebe has built a strong, rapidly growing social media following



mrsphoebeburgess

1,698 posts 80.7k followers 1,517 following

PHOEBE.  
Mum to Poppy 🌸 + Billy 🐼 || Ambassador @johnsonsbabyau @ostelin\_auz  
@sfcelebritymanagement  
🎓 BArts(Media & Comms) & 🇺🇸 USYD  
[ostelin.com.au/bone-health-info/?utm\\_source=PhoebeBurgess&utm\\_medium=Inst...](https://ostelin.com.au/bone-health-info/?utm_source=PhoebeBurgess&utm_medium=Inst...)

Followed by ccspringsteen and jacandjack

- Stay Home
- Poppy & P...
- Big Billy
- Autumn Ra...
- WELLA
- Fashion Co...
- Pop Master...

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