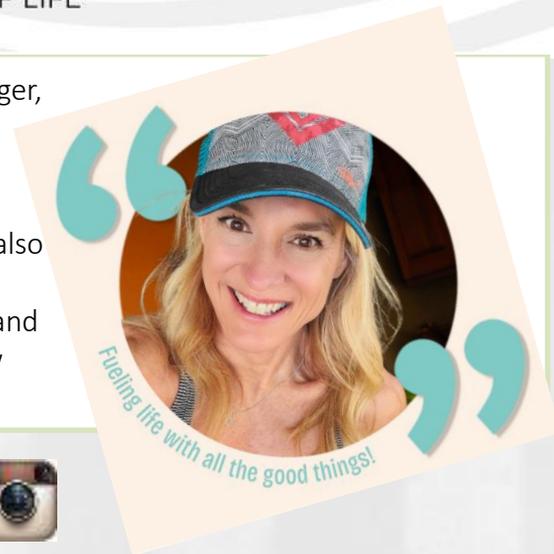




# the**fit**fork™

FOR A BETTER BITE OUT OF LIFE

**Jennifer** is an award-winning recipe creator, food & fitness blogger, cookbook author, spokesperson, certified personal trainer and competitive athlete. Whether in person or through her blog, [TheFitFork.com](http://TheFitFork.com), Jennifer offers ways to quickly and confidently prepare healthy, well-balanced meals with delicious taste. She also shares workouts and wellness strategies in a fun, approachable manner. Audiences appreciate Jennifer’s friendly “know-how” and “show-how” style that makes it easy to take away inspiring new ways to eat well and live well, at home or on an adventure.



### • [TheFitFork.com](http://TheFitFork.com)

- Page Views/mo: 35,000
- Unique Visitors/mo: 30,000
- Domain Authority: 46
- 82% USA audience
- 68% female, 32% male
- [TikTok @thefitforkofficial](https://www.tiktok.com/@thefitforkofficial)
- 8.5 followers

### • [Instagram](https://www.instagram.com/thefitfork)

- 22.2k followers [@thefitfork](https://www.instagram.com/thefitfork)
- Engagement:
  - 64% female, 36% male
  - 61% 35 to 54 years
- 175k accounts reached/mo
- 11k content interactions/mo
- 200 avg. story page views

- #Top Fitness Influencer over 50 according to [FeedSpot](https://www.feedspot.com/) '23-'26, as well as Top Gen X Influencer and Top Health Food Blog
- [Facebook @thefitfork](https://www.facebook.com/thefitfork): 4.5K
- [Pinterest @fititfork](https://www.pinterest.com/fititfork/): 28k, 350k monthly views
- [TikTok @thefitforkofficial](https://www.tiktok.com/@thefitforkofficial)– 6K

## {Nutrition}

## Client / Ambassador / Affiliate Showcase

## {fitness}

- Texas Beef Council (since 2010)
- Whole Foods 365
- Lighthouse Foods (7 years)
- NOW Foods (since 2016)
- Nat'l Watermelon Board (since 2013)
- Natural Delight Medjool Dates
- USA Potato
- Optimum Nutrition, Previnex
- Great Lakes Gelatin (since 2018)
- Butcher Box, Flex Pro Meals
- Force Factor, New Chapter, Garden of Life + others



- prAna
- Spartan Race
- Deka.Fit
- Hyrox Fitness Race
- Life Time Fitness
- Adidas
- HUME Health
- Lebert Fitness
- Tifosi Optics
- Hyperwear Equipment
- Handful Activewear



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### Featured In:

**Print Magazines:** Austin Fit, Austin Woman, Austin Lifestyle, Better Homes & Gardens, Competitor, Country Woman, Cuisine at Home, Everyday with Rachael Ray, Kraft Food & Family, Moxie, Parents, Real & Simple, Saveur, Shape, Simple & Delicious, Taste of Home, US Weekly, Women's Running, Austin Woman, + more. Dozens of cookbook contributions.

**Website Contributions:** Long-term collabs: Litehousefoods.com, BeefLovingTexans.com, Spartan.com, Watermelon.org + more. Also featured: BuzzFeed.com, Rebook.com, CaliforniaAvocado.com, Corepower.com, FeedFeed.com, Gardein.com, etc. Kentai.com, Pillsbury.com, Prevention.com, Target.com, Kindsnacks.com, + more

**Podcasts & Print Interviews:** My So-Called Fabulous Life, Over 50 Health & Wellness; Women of the New Generation, Badass 50, Goodmenproject.com, Spartan Women, TheGirlFriend.com, IronAgeFitness.com

### Also Seen In:

**Appearances:** Home & Family Hallmark Channel, Good Morning San Antonio KENS5, Austin Live KEYE, Good Day Austin KTBC, Mix 94.7, Sacramento Good Day + others. Fit Foodie San Diego Culinary Stage, Guest Chef or Athlete spokesperson various industry conventions (Fresh Summit, Fancy Food, The Running Event, etc.). Winner or finalist in many national cook-offs.

**Active Affiliate Relationships:** Spartan Race, Deka.fit, Nuzest, Amazon, Butcher Box, Daily Harvest, Handful, Lebert Fitness, Previnex, Vivo Barefoot, HUME Body Pod.

**Recent Athletic Achievements:** Deka.Fit Ultra World Champion 55-59 AG, Spartan World Championship Elite finish, Hyrox World Championship Qualifier (5x); Texas 10 mile RRCA Championship – 1st Super Master Div (3x); National CG Games Super Finalist - Super Master Division (4x); Austin FitTest Woman 50-59; CrossFit Games Open 19th 50-54yrs, South Central US.



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Delivering delicious results.

### **Benefits for your product/brand:**

- Professional representation at events, small-scale to 25k attendees
- Fitness and running community personality that can create workouts, demo content, serve and brand or motivational speaker.
- Reach targeted “fit foodie” market via 90K+ total social media audience
- Creative & out-of-the-box solutions with, customized campaigns, engagement tracking
- Fun, fit & upbeat personality to represent your brand. Highly recommended and responsible.

**Connect with Jennifer today!**



### Rates:

**User Generated Content:** Skilled at making all types of UGC content, long and short form. Style is relatable, fun, upbeat and know-how, show-how, but can tailor for client needs.

**Sponsored Post Package:**

300 word minimum feature recipe, workout, review or giveaway. Includes custom photos, social amplification on FB, IG, IG Stories, TikTok & Pinterest.

**Blog or Newsletter Mention with Link:**

**Social Media Mentions Package:** Instagram, TikTok, Stories, Pinterest, and Facebook post on monthly basis with custom hashtag.

**Instagram Only:** Stories, video, Live sessions, IGTV, giveaways, takeover on client account, and other collaborations.

**Areas of Interest / Experience:** Recipe development (healthy, paleo, protein, family-friendly, gluten-free), general nutrition, running, obstacle course, hybrid fitness, yoga, fitness, CrossFit, healthy living, mid-life, healthy aging, outdoors, travel, personal training.

**Other Services:** Speaking, Panel Guest, “Food Experience” Consulting, Food Styling, Cooking Demonstrations / Classes, Media Spokesperson, Sponsored Representation at Events, Workout Development/Demo, Video, Live Appearances (virtual and in person) and Custom Campaigns.

**PLEASE CONTACT FOR RATES**