



# BIANCA JADE // Mizzfit

TV HOST  
LIFESTYLE CORRESPONDENT  
FITNESS PERSONALITY  
SPOKESPERSON

GET TO KNOW

# BIANCA JADE

**Bianca Jade** Bianca Jade is a Midwestern, Latin-American born TV host and fitness personality. The New York City-based correspondent – best known as Mizzfit – founded the widely popular online fitness destination, Mizzfit.com, in 2009. Bianca, a Cornell University graduate and former creative art director, has become a leading advocate of female empowerment and a fashionably fit lifestyle. “Fashion feels better on a body you love,” she says of her mission to motivate.

After building a successful career in advertising – at top agencies like Saatchi & Saatchi and Ogilvy & Mather – Bianca set out to help women transform their lives. She began reporting on fitness trends and highlighting female entrepreneurship and quickly amassed a loyal following. Now, as the country’s foremost fitness style and trend expert, Bianca frequently lends her expertise to regional and national television news programs like NBC’s *The Today Show*, *Daily Dose with Jillian Michaels* and *Pix11 Morning News*. National publications – including *People Style Watch*, *The New York Post*, *Teen Vogue*, and *Us Weekly* – have also invited Bianca to forecast emerging trends. In 2014, she joined Z100’s iHeart Radio Lifestyle Health and Wellness Expo as a panel expert and on-stage media personality.

Bianca is dedicated to enriching the lives of her followers. Her degree in psychology and human behavior studies set the foundation for her to address minority issues and emotional topics with sensitivity. She is relatable to real women trying to better their lives because she is one. As a proud Latina fluent in Spanish, Bianca draws upon her heritage to connect with a diverse audience and growing Hispanic consumer base. In 2012, *Fox Latino News* named her a top Latina entrepreneur to watch in the digital media space.

Bianca’s passion to empower through TV, online and social media has earned her brand ambassador roles, partnerships and hosting jobs with major global brands. Companies like Target, Adidas, New Balance and Nature Made have recruited Bianca for her unique perspective, honest reporting and captivating delivery. She has become a trusted source for delivering fitness news to the public. More recently, Bianca has embarked on extending her brand by creating products and services geared towards her demographic. She launched her Mizzfit sock line, a Mizzfit training glove and her *Style Up 2 Shape Up* subscription-style box in partnership with Quarterly Co.

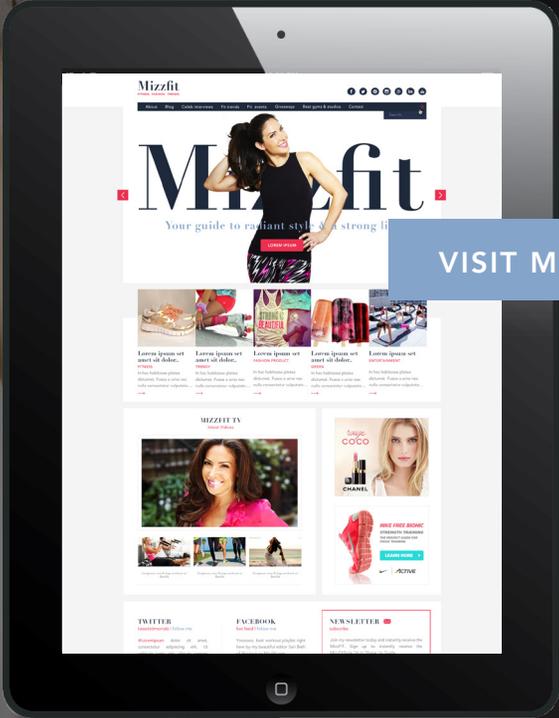
Wellness meets style on Mizzfit.com – and in Bianca’s personal life. Each day, more women are reaching out to Bianca for inspiration and more fitness brands are turning to her to reach their audiences. Raw and determined, Bianca continues to document her life, showing readers and audiences how they can strengthen their spirit through fitness – and how to look cute doing it, too!



# MIZZFIT

*BIANCA JADE IS*

.COM



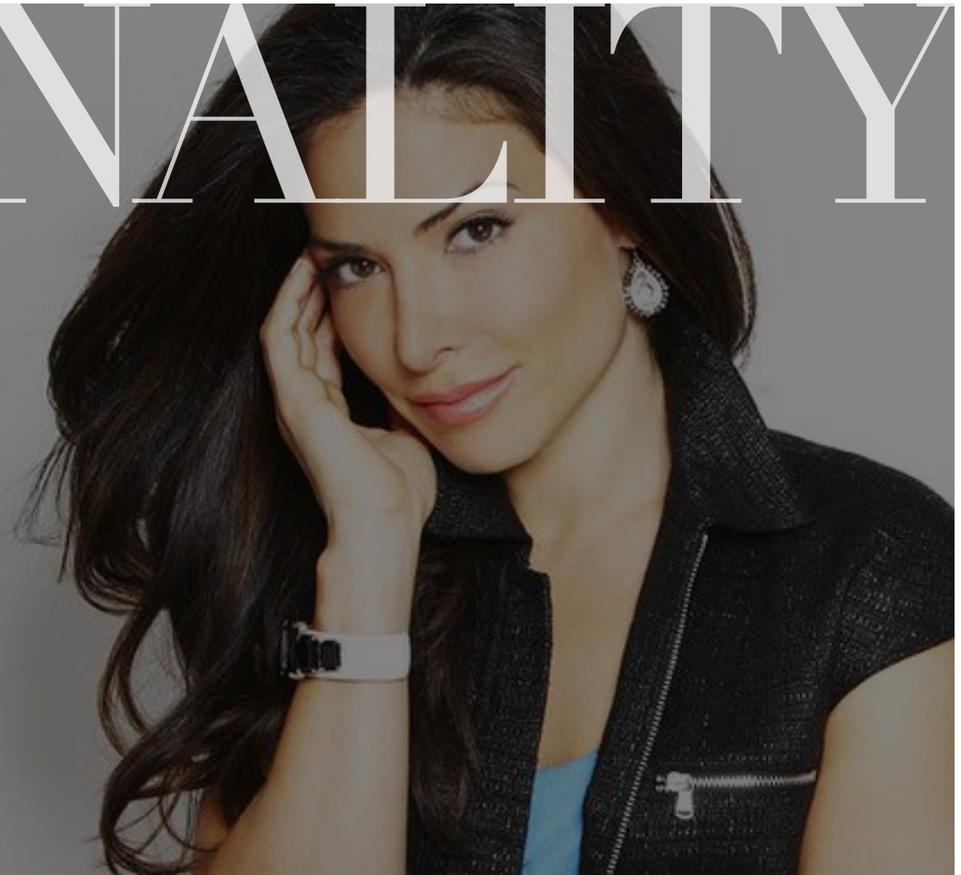
Launched in 2009, Mizzfit.com is a multimedia platform that fuses wellness and meaningful news topics with fashion. Just six years after its debut, the website draws over 10,000 unique visitors per day from an aspiring female demographic. Its widely popular articles, videos, personal narratives, celebrity interviews and reviews address both lighthearted and serious issues that inspire women to live healthy. Mizzfit's socially conscious perspective has earned the site unyielding trust from a network of women who value holistic health and empowerment.

## BIANCA JADE ON-AIR

# PERSONALITY

Bianca connects with her audience and followers with approachable confidence. As an interviewer, she inspires and guides meaningful conversations. Her YouTube video series has featured guests from diverse backgrounds – including Olympic athletes, best-selling authors, celebrities, entrepreneurs and more. Bianca’s intimate dialogue with guests makes viewers feel like they’re a part of the discussion and encourages content sharing.

While people recognize Bianca for her work in fitness, she continues to expand her media footprint in lifestyle. She is an on-air personality and been a recurring correspondent for national and regional television programs like *New York’s Pix11*, *Great Day St. Louis*, *Fox News*, *The Today Show* and more.



BIANCA'S STEALS AND DEALS ON PIX 11



DAILY DOSE WITH JILLIAN MICHAELS



TALKING HEALTH TRENDS ON SHOW ME ST. LOUIS SHOW



FIT MINUTE ON LIVE FROM THE COUCH



*BIANCA JADE*

# BRAND AMBASSADOR

Mizzfit shines as a role model and fashion-centric fitness icon. She bridges the gap between health and sportswear for a wide range of female consumers at all activity levels between the ages of 20 to 60. Through Mizzfit.com, brands have the opportunity to gain widespread exposure and engagement with Mizzfit's audience and loyal following.

Bianca has partnered with lifestyle brands—like Nature Made vitamins, Mercy Drinks and Lacroix—in her continued effort to merge style with healthy living. In 2013, Bianca partnered with Quarterly Co to create her own subscription style box called *Style Up 2 Shape Up* for her followers, and in 2014 she launched a Mizzfit sock line made for Pilates and barre workouts.



## MIZZFIT'S WORKS WITH BRANDS IN THE FOLLOWING WAYS:

- Social Media Outreach and Marketing
- Introducing New Product Lines to Niche Markets
- Hosting In-Store Events
- Public Speaking
- Product Endorsement
- Branded Content and Video Production



Lady Foot Locker



BRAND AMBASSADOR

# FORD DISCOVER MORE



During the Summer and Fall of 2015, Bianca Jade partnered with Tri-State Ford on their #WhereToNow? road trip campaign. The digital series followed Bianca's journey through New York, New Jersey and Connecticut as she uncovered "healthy" hidden gems and scenic places to work out in her 2015 Ford Escape.



WATCH RISE & SHINE VIDEO



# COLLABORATIONS

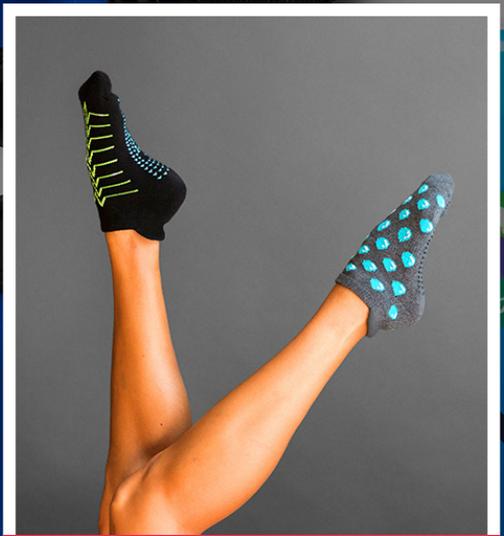
MIZZFIT'S

Bianca currently works with companies like Quarterly Co., Yoo Challenge and Gym Girl Apparel to curate, innovate and produce co-branded fitness & health products for her readers and followers. In 2014, she launched a limited edition barre sock collection with Pointe Studio, which completely sold out.

As a former creative art director in advertising, Bianca enjoys working with companies that are looking to fill essential needs in the wellness industry and value stylish, functional design.



QUARTERLY CO



POINTE STUDIO



YOO FITNESS

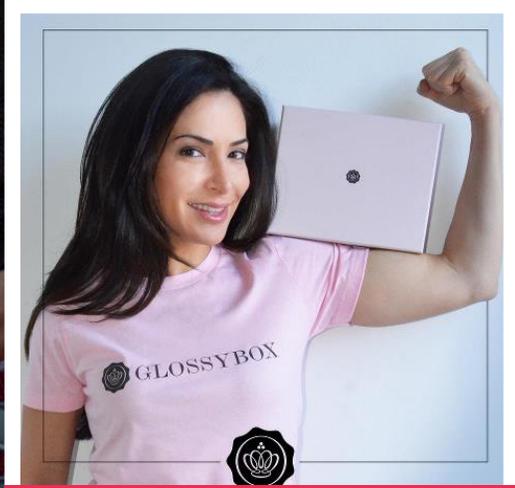


# BRANDED CONTENT

BIANCA JADE'S



TITAN TEA



GLOSSY BOX



TARGET

CLICK EACH BOX TO VIEW MORE CONTENT 



# EVENTS

**MIZZFIT**

When a brand's goal is to get the right people talking, blogging, and of course, buying, it turns to Mizzfit for a media event. Bianca introduces her community of goal-oriented women to innovative lifestyle trends by speaking, moderating and hosting events for new businesses. From studio openings to launch parties, Bianca has lent her support and influence to companies seeking to generate excitement around their products and services. Bianca makes any event the place to be, landing *Girls' Night Out* – the event series she hosted for New Balance – a Top 10 spot in SpaFinder's 2015 wellness trend report.



GLAM MEDIA LADY FOOTLOCKER



NEW BALANCE WITH CO-HOST BETHENNY FRANKEL



MIZZFIT EQUINOX & MERCY EVENT



GNO APP WORKOUT



BIANCA JADE'S

# SOCIAL PRESENCE

f @mizzfit  
6,200

t 26,300  
@mizzfit\_bianca

p @mizzfit  
6,300

i 23,000  
@mizzfit\_bianca

— 2012 —  
Fox news latino lists bianca jade as latina entrepreneur to watch in the digital media space.

— 2014 —  
YSF Magazine names Bianca Jade one of 40 Incredible Entrepreneurs to Follow on Instagram.

lucy **lucy activewear** @lucyactivewear · Dec 17  
Have you ever done #childspose in #timessquare? @Mizzfit\_Bianca has!  
WATCH: [ow.ly/G4wbd](http://ow.ly/G4wbd)

**FITNESS Magazine** @FitnessMagazine · Oct 16  
Want to make your own brand? @Mizzfit\_Bianca's top tips: Develop a voice, find a gap in your field & help others. #fitblognyc

**Teen Vogue** @TeenVogue 6 Jun 12  
Shape up for summer! Fitness guru @mizzFITnyc shares her workout words of wisdom and favorite stylish exercise gear: [ow.ly/bpgwp](http://ow.ly/bpgwp)  
[Collapse](#) [Reply](#) [Retweet](#) [Favorited](#) [More](#)

**Jenna Wolfe** @JennaWolfe

@Mizzfit\_Bianca Thanks Bianca! Had fun exchanging health n fitness tips w you!

**Rachel Zoe** @RachelZoe 24 Dec 11  
You look so chic! RT @MizzFITnyc Thank U for inspiring me! I bought ur leather ruffld jckt and already wore it on tv: [bit.ly/vuOu16](http://bit.ly/vuOu16)  
[Collapse](#) [Reply](#) [Retweeted](#) [Favorite](#) [More](#)

CHECK OUT BIANCA'S FITNESS FASHION INSPIRATION ON PINTEREST



# YOUTUBE CHANNEL

**MIZZFIT**

Bianca's self-produced Mizzfit TV channel gives her followers a window into her life, while broadcasting celebrity interviews and expert advice on topics such as fashion & beauty, weight-loss and workout. On Mizzfit TV, Bianca created her *Women Who Empower* series to encourage self-discovery and entrepreneurship for women. Bianca's mission has been to inspire women to make positive changes in their lives and help women overcome tough obstacles like depression and abuse. Mizzfit videos post weekly and have garnered over 200,000 views with an average retention rate of 4-minutes.

## STATS

3,500 SUBSCRIBERS | OVER 220,000 VIEWS

73% FEMALE AUDIENCE

HIGHEST % OF WOMEN 18-34 YEARS OLD

TOP VIEWS FROM USA, UK, CANADA, MEXICO, AUSTRALIA

MOST LIKED VIDEO: RUN FROM DOMESTIC ABUSE

MOST SHARED VIDEO: SURF GIRL WORKOUT!

MOST COMMENTED VIDEO: FITNESS CURES A BROKEN HEART

HOW TO SAVE  
YOUR BLOWOUT  
WHEN YOU WORKOUT



VISIT MIZZFIT TV



# PPRESS

*MIZZFIT IN THE*

CLICK ON ICONS TO VIEW PRESS



# SIDE SPEAKER

*BIANCA JADE THE*

Bianca has been honored to participate on panels and speak on behalf of esteemed organizations, including:

- Cornell University
- Fitness Magazine
- Nike Women's R&D
- I Heart Radio Lifestyle Health & Wellness Expo
- Fashion Institute of Technology NYC



# CO NTRACT

*MORE INFO*

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MIZZFIT REEL 

