SOCIAL MEDIA. MARKETING. EVENTS

HOLD THE BAGEL



CREATIVE AGENCY

About ME



A creative at heart with over five years of experience managing engaging campaigns both inside and outside of New York City. Specializing in digital content strategy, social media growth, and experiential marketing that connects brands with their audiences in meaningful ways. Kellie brings a unique blend of creativity, storytelling, and strategic thinking to every project.

F45 NYC



PROJECT 01

CURRENT PROJECTS

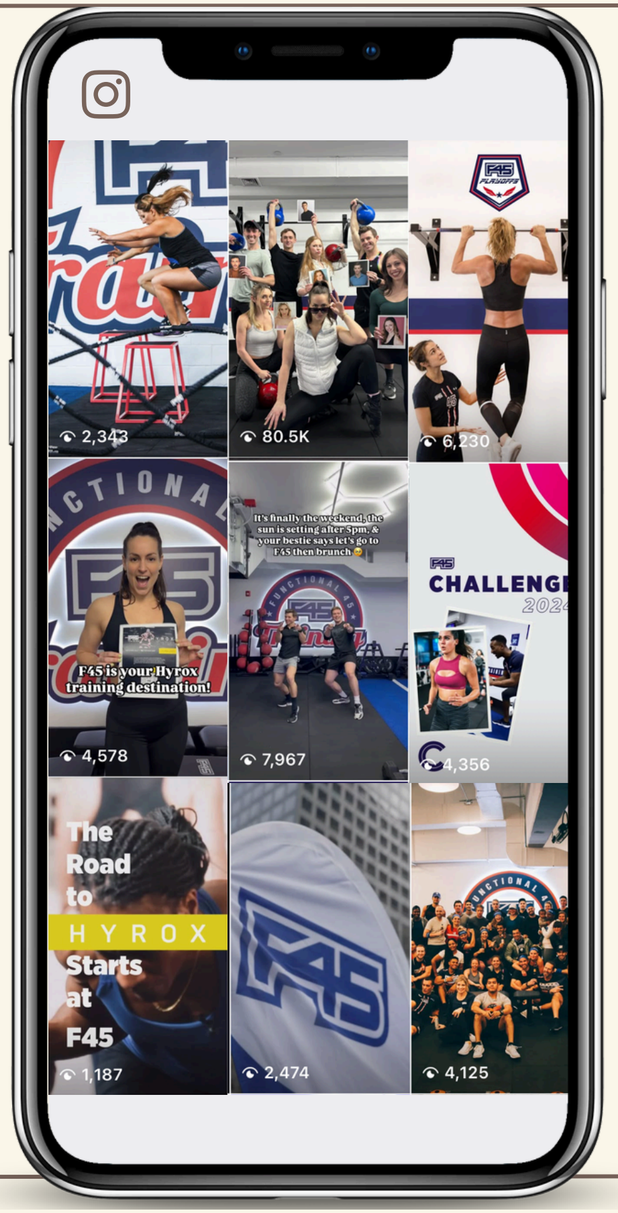
F45 Social Media Management

- *Flatiron*
- *Williamsburg*
- *DUMBO*



CONTINUED

- *Plan, schedule, & capture for monthly content calendar*
- *3-5 posts per week per account on Instagram*
- *Stay up to date with current trends to boost relevance & visibility*
- *Manage team of 3 social media assistants (1 per location)*
- *Meet with general manager & events lead to ensure brand standards are met, messaging is clear, & campaigns are comprehensive*
- *Review analytics for trends, growth areas, & overall strategy*



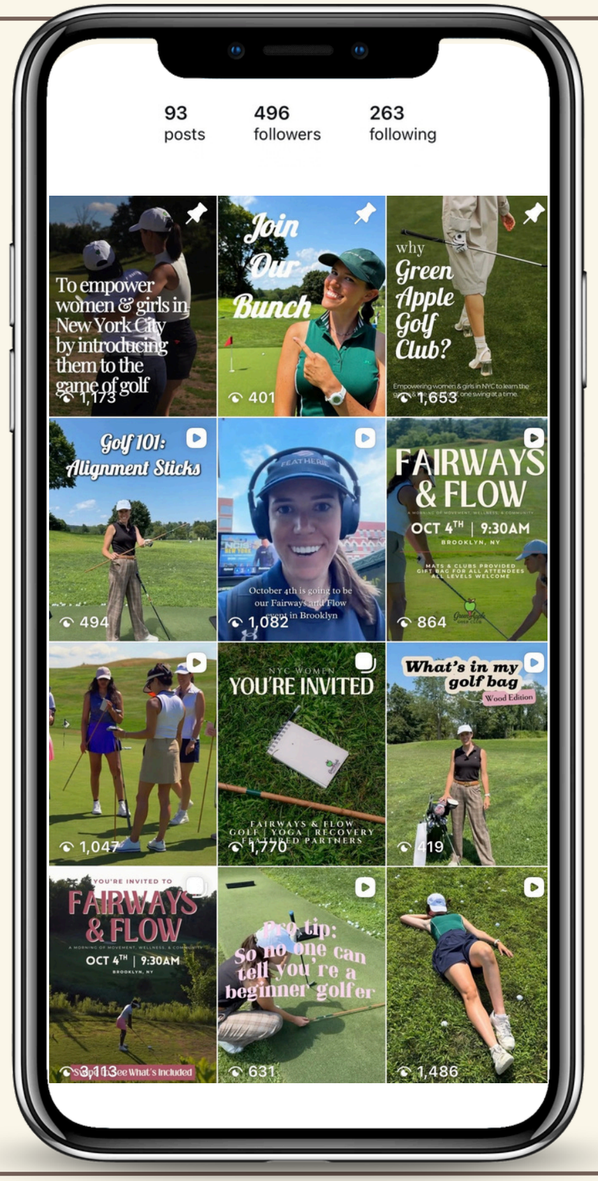
Green Apple Golf



PROJECT 02

Green Apple Golf Club

- *Shoot/organize content, edit, & post 3x/week*
- *Write all copy, utilizing SEO & hashtag research*
- *Strategize monthly content calendar*
- *Stay up to date with current trends to boost visibility & bookings*
- *Meet weekly with owner to ensure brand standards are met, messaging is clear, & campaigns are comprehensive*



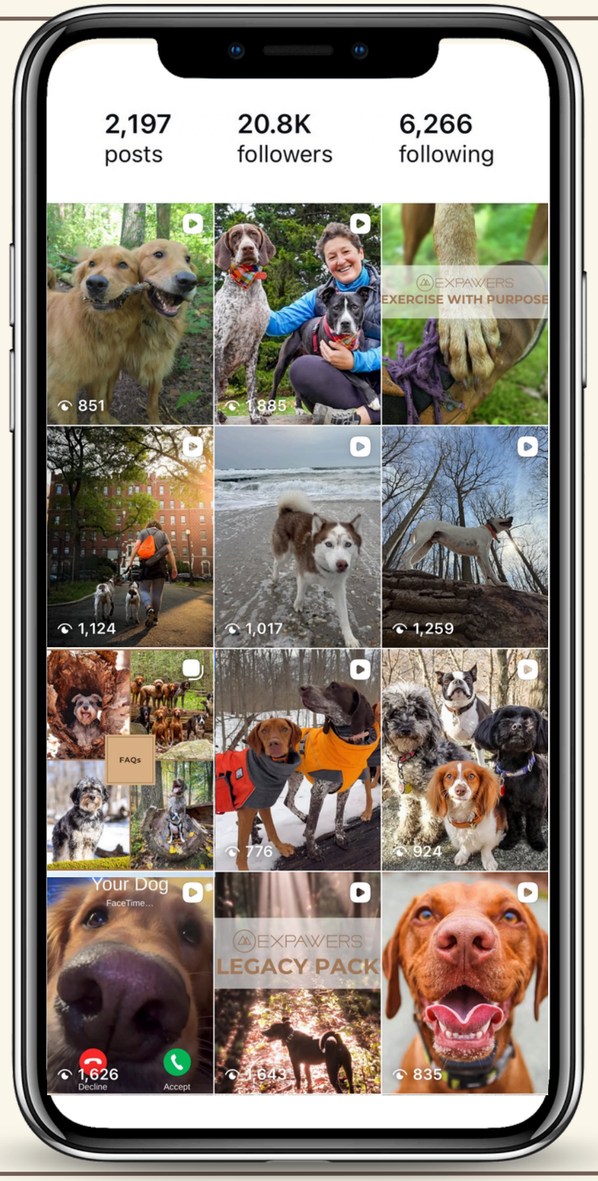
Expawers



PROJECT 03

Expawers

- *Organize content, edit, & post 5x/week*
- *Utilize content for both Instagram & TikTok*
- *Write all copy, utilizing SEO & hashtag research*
- *Strategize monthly content calendar*
- *Stay up to date with current trends to boost visibility & bookings*
- *Meet weekly with owner to ensure brand standards are met, messaging is clear, & campaigns are comprehensive*

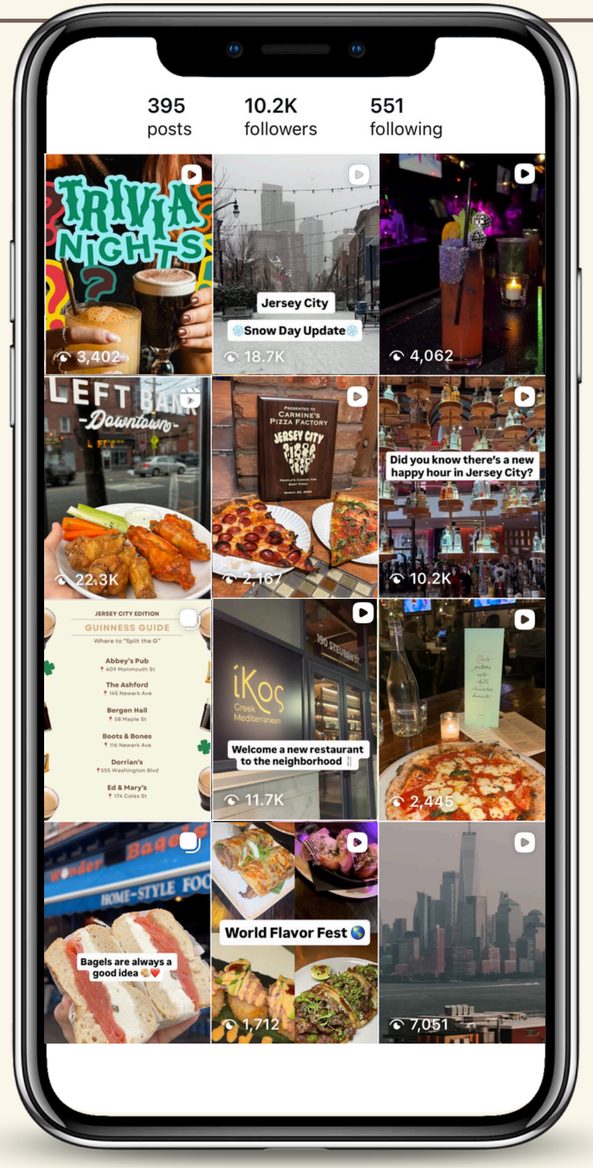




PAST PROJECTS

Jersey City Happy Hours

- *Covering happy hours, events, openings, & more*
- *Film, edit, & post 3-6x/week*
- *Utilize content for both Instagram & TikTok*
- *Partner outreach with neighboring businesses for features*
- *Strategize social calendar & write all copy*



THE WATERMARK AT BROOKLYN HEIGHTS

LUXURY RETIREMENT COMMUNITY

EVENTS & SOCIAL MEDIA

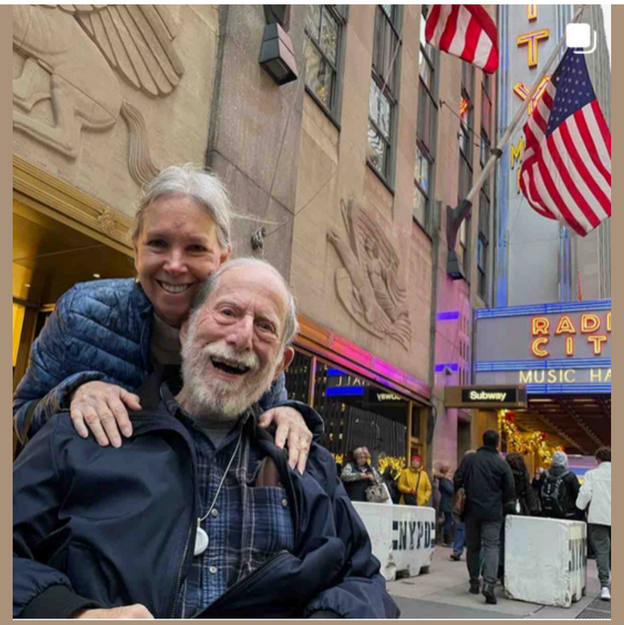
watermarkbrooklynheights Our extraordinary 4-day outing to Montauk, NY was an unforgettable adventure! We soaked in the sights, savored incredible seafood, and cherished the time spent growing together as a community. For some of our residents, it was their first vacation in over 20 years—what an awesome experience! 🚤🍽️❤️





watermarkbrooklynheights Our community fashionistas visited the @BrooklynMuseum Africa Fashion exhibit last month. The exhibition showcased a dazzling array of garments alongside music and visual art, celebrating African fashions' ingenuity and global impact from the 1950s to today. 👗#BrooklynMuseum #MuseumOuting #AfricaFashion #FashionExhibit #Brooklynites #SeniorLiving #Fashionista #CulturalOuting #ArtAppreciation

watermarkbrooklynheights Magical moments at the Radio City Christmas Spectacular featuring @TheRockettes! 🎄✨ From seasoned spectators savoring the nostalgia to first-timers enchanted by the dazzling display, everyone couldn't help but fall in love with the festive joy. Plus, members caught a twinkling glimpse of the Rockefeller Tree, the perfect finale to the night. #RadioCityRockettes #HolidayTraditions #TheRockettes #ChristmasinNYC #SeniorLiving #WatermarkCommunities #Retirement



DANCEBODY

BOUTIQUE FITNESS

DIGITAL CONTENT

COPY WRITING

FITNESS INSTRUCTION

Why We Love Galentine's Day

Haven't you heard that "working out" is the new "going out." Read about why in-person classes make all the difference and bring a friend for free Feb. 7-14 to try it for themselves.





THIS IS BIG

New Class Launching in April



You Asked. We Delivered.
Our New Strength + Stability Class Starts April 1.
This class exclusively uses our new piece of equipment, the BodyBand. Buy the BodyBand by 3/24 and get free shipping on your entire order with code FREESHIPPING applied at checkout.

BUY THE BODYBAND

*Free shipping valid in US only. Offer ends at 11:59PM EST.

How to Be a Streamer



"You don't have to live in New York City to have access to the best boutique dance fitness workouts. With over 130 hours of On-Demand options to choose from, plus over 10 DanceBody LIVE classes streamed daily, the DanceBody team is dedicated to bring that same "in studio" energy to you at home."

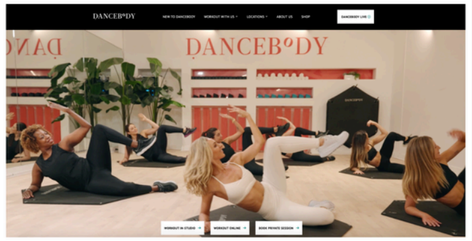
GRAPHIC CREATION

EVENTS & SPONSORSHIPS

EMAIL MARKETING

This Is What You've Been Waiting For

We Hit Refresh. Check It Out.



Introducing a new look for the company you know and love.
We've been working hard to bring you the ultimate DanceBody experience.

DanceBody is so much more than a workout, it's a movement. When we move together, we create vital energy for ourselves and for those around us.
Dance cardio is the headline, but the real benefit is the community that's drawn together.
The changes to our website and DanceBody LIVE are all to help strengthen that community.

Explore the New DanceBody

GRIT. COMMUNITY. HEALTH. DANCE.

KEEP MOVING

NEW Dances are Here



Today we're launching our brand new Signature and Full Out dances.
You'll see this choreography for the next three months so you have time to practice, perfect, and perform every move.
Starting this month, enjoy **FREE Breakdowns** of every dance included in your DanceBody LIVE membership.

Learn at your own pace with breakdown classes in studio and online or try out a Private Session, in-person or virtually, to get every step down.

Learn the Dances

What's New on The DanceBody Insider



CONTINUED...

What's New on The DanceBody Insider

What's New on The DanceBody Insider



DanceBody BodyBands: A New Way to Move

Read from Founder, Courtnay Mariani about why we created the BodyBand, how it works, and her favorite BodyBand exercises.
"With every pull, you'll feel enough resistance to activate your muscles. Thanks to the numbers, loops, and chic design, the BodyBand keeps you in a sturdy position, allowing simultaneous stretch and elongation. In our Strength + Stability class, this piece of equipment ensures stabilization of your shoulders, core, hips, knees, and ankles."

READ MORE

More From the Blog

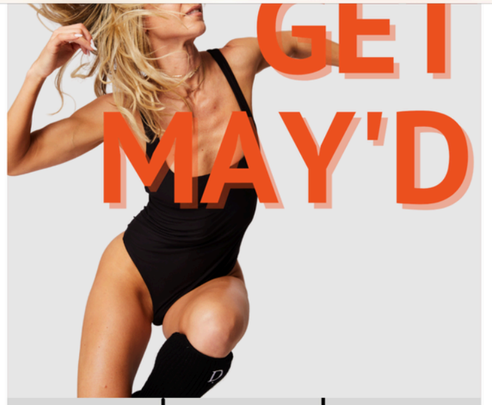
More From the Blog

Toned Arms for Summer



"I pride myself on being a strong and independent woman, and that extends to my physicality", says DanceBody Trainer Emily. "I love having the ability to do certain things on my own—build furniture, haul DanceBody equipment, carry boxes of La Croix from the grocery store to my apartment, open the pickle jar. Oh yeah, and teach copious amounts of DanceBody classes and Private Clients. Plus, I love how toned arms look in a cute tank top for summer."

Click for Emily's Top 3 Arm Workouts



In-Studio	Hybrid	Online
Unlimited Classes	5 In-Studio Classes	Unlimited LIVE Classes
20-Min Founder Consultation + Monthly Personalized Plan	Two 45-Min Virtual Private Sessions	Two 45-Min Virtual Private Sessions
Weekly Master Classes	Weekly Master Classes Options	Weekly Zoom Master Classes
Free DanceBody LIVE	Free DanceBody LIVE	Free DanceBody LIVE
Free DanceBody Merch	Free DanceBody Merch	Free DanceBody Merch
Price: $650 Real Value: $1500	**Price: $375** Real Value: $685	**Price: $225** Real Value: $475

Reach your goals of getting May'd no matter where you are. We plan to deliver an intense month of DanceBody workouts with a different focus every week to build your very own dance body.

Sign Up

HOLD THE BAGEL

LET'S CHAT

Kellie Liberto

Kellie@holdthebagel.com

240-457-0559

