

Jennifer Ettinger

#Social Correspondent & Social Media Strategist

Jennifer Ettinger is Canada's first Social Media Correspondent and a globally-connected powerhouse. An American-Canadian growth hacker, she's a dual social citizen who's built her profile and that of the brands she's worked with organically, and authentically. A member of some of the most influential social media incubators and collaborators, including the twitterati, she has built a reputation for creating true, amplified brand awareness across social media channels.

You may recognize her from her past role as CTV's Social Media and Online PR Correspondent, covering premieres, launches, campaigns, Up Fronts and Red Carpet events including the Oscars, Vanity Fair events, ET, Insider, and Access Hollywood.



"It is refreshing to work with Jennifer Ettinger because she knows her stuff, she understands the ever-changing situations faced by modern media, and she speaks plainly in terms of practical value. The social-media world can seem intimidating at times, but it doesn't have to be, and Jennifer can help to navigate the paths to success."

Bill Harris - TV Critic



For brand launches and VIP events she rallies the collective power of her influencer network to create national and international awareness across a variety of markets and interest groups. The broad reach of her network surpasses the ROI of traditional advertising and promotions, generating true engagement and on-going interest in a brand or event, beyond the traditional social media mindset of broadcasting posts and content. Her content is curated, focused on visual story-telling and true engagement with intended audiences across multiple channels.

Jennifer's 20+ strong North American content amplification team are comprised of a dynamic group of Social Media strategists, community managers, event correspondents, influencers, content-creators, instructors and more. Their reach spans major markets and verticals. Members provide multi-lingual correspondence, including Chinese, French, and Spanish.

THE LAUNCH

Join our Instagram Live broadcast with emerging artist **BASIL PHOENIX** in anticipation of episode 2 of **THE LAUNCH**.

**Wednesday, Jan. 17
2 pm ET**

Hosted by @CTV_PR social correspondent **Jennifer Ettinger**.

#TheLaunch

Follow @basilphoenix, @FitYourStyle, and @CTV_PR

CTV PR



Jennifer's Coverage



THE CROSSING
SERIES PREMIERE MONDAY APRIL 2 10|9c
abc

Tweets	Following	Followers	Likes	Lists
27	8	1,093	8	1

The Crossing ABC @TheCrossingABC

The official Twitter for The Crossing, coming to ABC Monday, April 2 at 10|9c!

Joined May 2017

Tweet to The Crossing ABC

7 Photos and videos

Tweets Tweets & replies Media

The Crossing ABC Retweeted **Jennifer Ettinger** @FitYourStyle · 7h
Replying to @CTV_PR @billharris_tv @Stevezahn
This looks so intriguing! I am looking forward to this show! Personal favorite so far. #CTVPR_TCA #TheCrossing

The Crossing ABC Retweeted **Danielle Turchiano** @danielletd · 7h
The only CGI in the pilot is the bodies in the water. Martinez' character has superhuman abilities, but it's all done with stunts because "It's not a Marvel show. She's not a superhero." #TheCrossing #TCA18

Jennifer Ettinger

Fitness & LifeStyle TV Expert and Trainer Brand Ambassador



Named one of Canada's top 100 Health Influencers by OptiMYz Magazine in 2018, 2019 and 2021 and one of 10 top Canadian Women who are changing the world in 2021, Jennifer Ettinger holds 3 degrees from the prestigious Fashion Institute of Technology. She is an ACE certified personal trainer and a certified health coach, with over 14 years experience in North America.

Jennifer Ettinger has been a regular contributor to regional Morning TV shows and has been a guest expert on national TV shows. You can watch these episodes of Jennifer's own TV shows on Rogers Network the #2 show "Healthy Lifestyle, Healthy You" and "Fit Your Style", on FYS TV on YouTube for special events around Toronto, and the series "At Home With Jen" on IGTV.

Jennifer Ettinger is proud to be a brand Ambassador for several national brands, representing them across her expansive media platforms for live activations, TV appearances, print features and social media interactions. She is a fitness brand ambassador for the apparel and fitness shoe brand, New Balance Canada, a brand Ambassador for the nutritional center machine brand Vitamix Canada, and National Ambassador for Grail Springs Health Spa and Wellness.



Jennifer's Coverage



Jennifer Ettinger

**Brand Mentor
Best Selling Author
& Speaker**

In addition to her expertise as a Social PR Expert, Jennifer Ettinger offers stellar credentials to back up her Image, Fitness, Beauty & Empowerment message. An active speaker, panelist and moderator, she offers signature talks on:

- ConFITence
- Find Your Inner Goddess
- How To Live The Goddess Lifestyle
- The Benefits of Exercise
- Eco Goddess
- Holistic Mental Health
- Holistic Leadership
- How to Attract and Engage Brands on Your Social Media Platforms
- Parents Guide To Your Teens Anxiety And Wellness Planning
- Take Care of Yourself, Take Care of Each Other
- Wellness in the Workplace
- One Facebook post changed my life, One Tweet changed my career, One Instagram post connects and unites new family members

*"A female body is like a blank canvas,
waiting to be adorned, captivating the spirit
of the individual, learning her highlights and
contrasts, allowing her unique beauty to
surface to the forefront of her own masterpiece."*

JENNIFER ETTINGER

Jennifer Ettinger's story is a page-turner in itself. After being bedridden and almost broken for two years, Jennifer took control of her dis-ease, and two minutes at a time, she rebuilt her health. An innocent tweet during this period of regrowth and reemergence started an upward spiral of success, and her eventual foray into television, print and social media.

She became a Best-Selling Author, chronicling her journey in her first book, Find Your Inner Goddess; hosted two popular television shows on Rogers TV; built an enviable and active social media community; and stepped into her groove walking the RED CARPET as a National correspondent with Twitterati to interview celebrities during awards shows and premieres - and all without an Agent.

How did she do it? Authentically! Jen enthusiastically embraced her freedom from pain, sharing her story to help others, fostering strong, genuine relationships with people around the world. She built it and and boy did they come. Along the way she learned the inner secrets for successful brand building and content amplification, and has become an expert in Social PR and is a globally recognized and coveted social media correspondent.

Jennifer Etlinger

Vanity Fair Social Media Correspondent



Speaking Experience

- 2021 Aurora Chamber of Commerce's annual Women's Summit
- 2021 Rethink Fit Travel Conference Cube
- 2021 Various presentations as a City Lead and Mentor for Boss Talks Toronto
- 2020 Hub Inc. – The Power of a Post
- 2020 Mompreneurs© - How to keep your business relevant in crisis
- 2019 LinkedIn Local Toronto – Discover Your Own Personal Brand
- 2019 Shine Through The Rain Color Run
- 2017 Seneca College Employee Professional Development – “Take Care of Yourself, Take Care of Each Other”
- 2016 35th Anniversary Terry Fox Marathon of Hope (Richmond Hill) Emcee
- 2016 Toronto School Administrator Symposium – Speaking on the power of Holistic Leadership
- 2016 Build Your Personal Brand – Panelist for Personal Brand Leadership

Speaking Experience

- 2016 Forest Industry Health and Wellness Conference – Speaking about health in the workplace
- 2015 – 2017 Bereaved Families of Ontario – Purse Auction and Jewelry Party Emcee
- 2015 Habitat for Humanity #WomenBuild York Region
- 2014 Bike for Tykes Toronto
- 2014 ProAction Cops & Kids at Ripley's Aquarium
- 2013 - 2017 Bereavement Families of York Region - Purse & Jewelry Auction
- 2012 to present – LIVE Media
- 2009 – 2013 Women, Wine and Chocolate to Benefit Women's Centre of York Region
- 2008 - 2016 Rogers York TV Contributor

Event Hosting Experience

- 2020 – 2021 Talk Shop Live with Trevor Romain - Romainiacs: Kid's Mental Health, Connecting With Kids, LIVE for Cancer Research with Chef Katie Chin and Dawn Zachman
- 2020-2021 Boss Talks Network
- 2018 H.U.B. Inc Holiday Gala
- 2018 Speakers Panel - H.U.B. Inc Spring Gala
- 2013 International Women's Day Girls Night Out
- 2013 "FAJO Social 2013" at the Stirling Room
- 2013 Celebration of Women "Fashion Show"
- 2012 - 2017 Rogers Georgina
- 2012 - 2015 Diva Conference
- 2012 Changing The Path – The W Project
- 2011 Eco Goddess Presentation
- 2008 - 2014 Creator and Host of the Woman, Wine and Chocolate Fundraiser

Social Media Strategist / Correspondent Experience

Live Media Events as a Social Correspondent

2012, hosted the following shows for #SocialTV group representing the shows live on their sets or at the awards.

- Access Hollywood
- Asian World Film Festival Red Carpet
- Billboards Red Carpet
- CTV PR Cardinal TV show: live tweet with the cast and media tour
- Emmys
- Entertainment Tonight
- Vanity Fair Social Club Red Carpet
- 2015 Art Basel Miami
- 2015-2016 Erase MS Red Carpet

Social Media Strategist / Correspondent Experience

Live Media Events as a Social Media Strategist and Correspondent

- 2012 Golden Globes
- 2016 Your Morning CTV
- 2016-2019 CTV Upfront
- 2017-2018 Amazing Race Canada
- 2017 CTV PR Cardinal TV show: live tweet with the cast and media tour
- 2017 Indian Detective Russel Peters
- 2017 Heavy Rescue 411 Discovery Canada
- 2017 The Marilyn Denis Show
- 2018 The Detail Detective Drama
- 2018 Master Chef Canada
- 2018 Highway to Hell Discovery Canada
- 2018-2019 The Launch
- 2019 Jann Arden Show

Social Media Strategist / Correspondent Experience

Tweet Chats as a Social Media Strategist and Correspondent

- 2017 Aden Young and Camile Sullivan – The Disappearance
- 2017 Billy Campbell and Karine Vanesse – Cardinal
- 2017 Russel Peters – The Indian Detective
- 2017 Amazing Race Canada
- 2017 Ben Mulroney - eTalk
- 2018 Nikki Six – Motley Crue
- 2020 Mayor Tom Mrakas – Explore Aurora
- 2020 Tiffany Shlain - 24/6: Giving up Screens One Day a Week to Get More Time, Creativity, and Connection.

Social Media Strategist / Correspondent Experience

2012 to Present

Live Media Events as a Social Media Strategist and Correspondent

- Grammys
- Golden Globes
- Original Santa Clause Parade
- Oscars

Virtual Events as a Social Media Strategist and Correspondent

- CTV PR Correspondent: Tweet Chat Tuesdays with E Talk Hosts and Various TV Shows, such as: Master Chef Canada and Cardinal
- Richard Robbins International - #RRiLive

Live Media Events as a Social Correspondent – Bell Media

- First social correspondent to be on the red carpet Oscar weekend creating the social PR including trending #etalkredcarpet through out the world.
- Canadian Consulate: Interviewing the Canadian Oscar nominees including Arrival Director, Denis Villeneuve, Lalaland and Norman Jewison.

Media Appearances

TV

- 2013 Breakfast Television – Teaching fitness for your Goddess body shape
- 2013 – 2014 Fit Your Style TV Show: Host and Community producer and Rogers
- 2015 – 2015 Healthy Lifestyle - Healthy You: Community producer and TV host Rogers. Followed 10 residents through a full body and mind transformation
- 2014- 2016 Rogers Daytime: Georgina. Fitness Expert
- 2014 – 2016 Rogers Daytime: York Region. Fitness Expert
-

PRINT

- 2010-2012 Chloe Magazine contributor <http://www.chloemagazine.ca/?p=1347>
- 2012-2016 Good Life Magazine Contributor
- 2015 Sweat Equity Magazine Ambassador and Contributor
- 2015 Inside Fitness Magazine: Training guide contributor

Media Appearances

PRINT

- 2017 YEG Fitness Magazine Full page article March Issue
- 2018 OptiMYz Magazine
- 2018 CV Magazine
- 2018 OptiMYz Magazine Top 100 Health Influencers
- 2019 OptiMYz Magazine Top 100 Health Influencers
- 2021 OptiMYz Magazine "You Can't Fake Energy"
- 2021 OptiMYz Magazine "Top 100 Health Influencers"
- 2021 OptiMYZ Magazine "10 top Canadian Women who are changing the world"
- 2021 Toronto Star "Local entrepreneurs to share advice on evolving business plans amid global change"

Media Appearances

ONLINE

- 2017 Huffington Post: http://www.huffingtonpost.com/entry/jennifer-ettinger-we-all-have-heartbreak-and-loss_us_587e5b1be4b0762418438725
- 2017 Playback Online: <https://playbackonline.ca/2017/01/25/how-bell-media-eone-talked-up-cardinal-at-home-and-abroad/#ixzz4WsPzD9Dm>
- 2018 Digital Trends: <https://www.digitaltrends.com/health-fitness/jennifer-ettinger-interview/>
- 2020 Medium: <https://medium.com/authority-magazine/how-jennifer-ettinger-of-pink-dreams-tackles-the-extreme-work-life-balance-of-being-a-woman-207aa33d4636>
- 2021 Medium: <https://medium.com/authority-magazine/female-founders-jennifer-ettinger-of-pink-dreams-on-the-five-things-you-need-to-thrive-succeed-8567df4caeba>
- 2021 THRIVE Global: <https://thriveglobal.com/stories/jennifer-ettinger-light-at-the-end-of-the-tunnel/>
- 2021 Toronto Star: <https://www.thestar.com/news/canada/2020/10/22/local-entrepreneurs-to-share-advice-on-evolving-business-plans-amid-global-change.html>

Media Appearances

RADIO

- 2014 Fit Your Style via Coach Me Radio: Powered by CBS Hosted from Fall 2014 until Jan 2015. Live in Boston, Detroit, Seattle Pittsburgh and worldwide via internet.
<http://www.fityourstyle.com/radio.html>
- 2014 Blog Talk Radio - The Wellness Journey Live
<http://www.blogtalkradio.com/thewellnessjourneylive/2014/02/06/losses-and-gains--a-journey-to-success-in-life-and-health>
- 2019 Zoomer Radio: Finding Your Bliss – Female Entrepreneurs
<https://zoomerradio.ca/show/finding-your-bliss/podcast-finding-your-bliss/2019/11/27/female-entrepreneurs-mary-marassuti-meni-mancini-jennifer-ettinger>

Media Appearances

PODCAST

- 2021 A Walk In My Stilettos: <https://awalkinmystilettos.podbean.com/e/jennifer-ettinger-chronic-illness-and-holistic-healing/>
- 2021 Ambitious Mama by Christa Realba: https://podcasts.google.com/feed/aHR0cHM6Ly9hbmNob3luZm0vcy9kYTg0Y2JjL3BvZGNhc3QvcnNz/episode/YzJjN2M5NjltOTA5Ny00MGE2LTgyZWEtODMzZjE0OGM0ZjMx?hl=en-CA&ved=2ahUKEwjH7_Sm4b3zAhWXMIkFHc6DBYgQjrkEegQIAhAI&ep=6
- 2021 Empowerography with Brand Walsh: <https://www.empowerographypodcast.com/podcast/episode/2ee18890/jennifer-ettinger-episode-s01-eps-200>
- 2021 Flip Flops with Angelique Gray: <https://podcasts.apple.com/ca/podcast/jennifer-ettinger-share-your-backstage-experience/id1555300002?i=1000532637503>
- 2021 Intuitionology: <https://www.intuitionology.com/jennifer-ettinger/>

Past Brand Partners

Bounce[®]

lemonberry

Fairmont
HOTELS & RESORTS

 SALON DECORUM

 **GRAIL SPRINGS**
YOUR COMPLETE WELLNESS RETREAT

MARK LASH

 **PUREOLOGY**
serious colour care


new balance

 **DIGITAL TRENDS**

 **Vitamix.**

Social Media Reach



@JenniferEttingerFitYourStyle

Followers: 7.9K

Likes: 8K



@FitYourStyle

Followers: 5K



@FitYourStyle

Followers: 16K

How You Can Work With Jennifer

Using her knowledge of social media and the Canadian consumer, Jennifer is able to offer a variety of engaging content for brands and companies she work with, including:

- Paid Instagram campaigns
- Paid Facebook campaigns
- Paid Twitter campaigns
- Event hosting – Live, Social, Digital
- Guest speaker
- Television segments as expert
- Social Media PR Strategist

Contact

Contact us to discuss how Jennifer can work with you on your influencer relations campaign.

Rania Walker
President
Front Door PR
theteam@frontdoorpr.com
647.724.FDPR (3377)