

Kelly Roberts



KELLY ROBERTS

REDEFINING WHAT STRENGTH LOOKS LIKE & BUILDING COMMUNITY AROUND THE WORLD

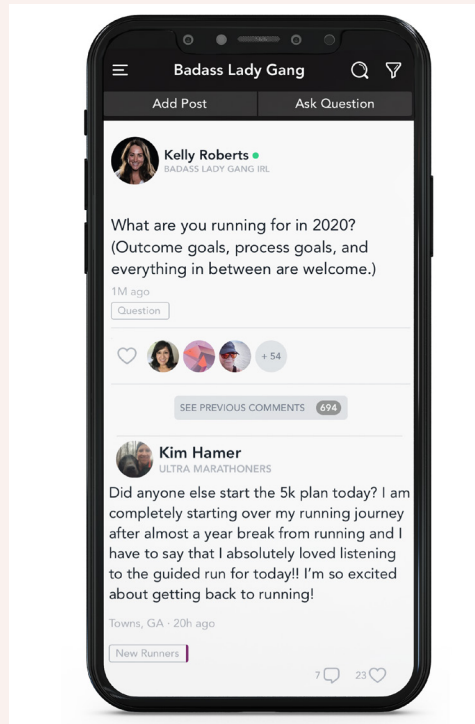
Badass Lady Gang
with chapters in
35+ cities around
the world

#SportsBraSquad
a movement
redefining what
strength looks like

Run, Selfie, Repeat
podcast with over
1.5 million downloads

Badass Lady Gang
digital network launched
January 2020

By women for women
training app & team





Kelly Roberts

Kelly Roberts is the creator of the independent publication "She Can & She Did", the body-positive initiative #SportsBraSquad, the Run, Selfie, Repeat podcast and the global running community connecting women and getting them active in ways that empower them: Badass Lady Gang.

A force in the body-positivity movement, the self-proclaimed former President of the "I f*cking hate running club" has graced the cover of Women's Running Magazine's body issue and was named by Competitor Magazine as one of 12 Influential and inspiring runners under 30.

As Seen On

COSMOPOLITAN

Outside
MAGAZINE – TELEVISION – ONLINE

abc **GOOD
MORNING
AMERICA**


REFINERY29

COSMOPOLITAN CO.UK

RUNNER'S
WORLD

Bravo

BuzzFeed

POPSUGAR


runkeeper

The Washington Post

Women'sHealth

STRAVA

 **NRC**
NIKE+ RUN CLUB

DAILY NEWS

THE SOURCE FOR THE ACTIVE LIFESTYLE
competitor

Badass Lady Gang

Chapters in 35+ cities around the world.

THE BADASS LADY GANG IS A BY WOMEN, FOR WOMEN MOVEMENT CREATED TO CONNECT, MOTIVATE, INSPIRE, AND PROVIDE WOMEN WITH THE RESOURCES AND COMMUNITY THEY NEED TO GET ACTIVE IN WAYS THAT EMPOWER THEM.



BELONGING TO THE BADASS LADY GANG IS TRANSFORMATIONAL



"This group has become more than just people I run with; I can proudly call them my friends. The BALG is always there for you along every running milestone in your journey, making sure you never feel alone. I'm so glad to be apart of the BALG, I feel like I've been embraced into a new community." -Kayla

"Accountability was one of the biggest reasons I joined BALG. This group just has a a way of being great motivators. They welcomed me with open arms from day one. Making new friends is by far the greatest gift I've received from BALG." -Kristine

"The first time I came to BALG, I was immediately felt a sense of belonging. I love how inclusive BALG is. It doesn't matter if you are joining for the first time or you come every week, I can guarantee you will feel welcome. I feel so blessed to be part o this group and to have met so many wonderful people along the way." -Jody

"I first ran with the BALG in the spring. I was new to running, and from day one, they always made me feel comfortable like I was part of the group. Whatever your experience or ability, BALG will make you see that you have something worth celebrating." -Lisa

"I am thrilled to see so many strong, resilient, accomplished women leading BALG all over the world. If you need a bit more sunshine in your week or want to have people make you feel golden while you work through some miles, this is a great group to join." -Renee



@KellyKKRoberts

MY COMMUNITY ARE MY MARKETERS AND THEY ARE HIGHLY ENGAGED.

99.1K FOLLOWERS ON SOCIAL MEDIA

144.1K SOCIAL MEDIA REACH

**3.3% INSTAGRAM
ENGAGEMENT**

**1.3K AVG. INSTAGRAM LIKES PER POST
41 AVG. INSTAGRAM COMMENTS PER POST**

65.4K INSTAGRAM FOLLOWERS

27.7K FACEBOOK FOLLOWERS

Run, Selfie, Repeat Podcast



THE RUN, SELFIE, REPEAT PODCAST HAS BEEN DOWNLOADED OVER 1.5 MILLION TIMES AND WAS BEEN NAMED BY RUNNER'S WORLD MAGAZINE AND STRAVA AS ONE OF THE BEST PODCASTS TO LISTEN TO ON THE RUN.

A BRAND THE BADASS LADY GANG REPS WITH PRIDE.



Merch & Training Plans Kelly launched limited series merch runs in 2018.



**2,500+ BUFFS &
TEMPORARY TATTOOS SOLD**



**3,000+ BY WOMEN FOR WOMEN
5K, 10K, HALF MARATHON, & MARATHON
TRAINING PLANS & JOURNALS SOLD**

(now available in Kelly's new training app)



1,750+ SHIRTS, TANKS, & SWEATERS SOLD

Partnerships

Case Studies

Case Study: **Nike Running**

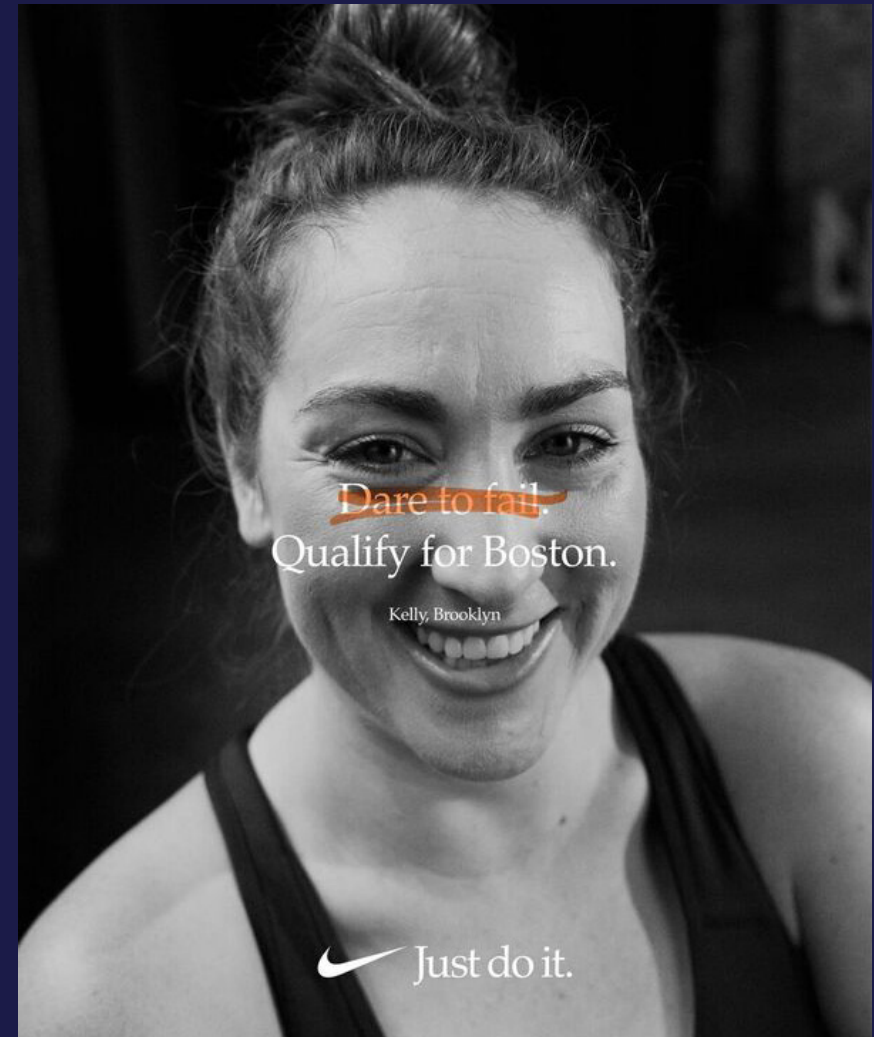
Ongoing partnership with organic marketing extensions

JUST DO IT

To celebrate the 30th anniversary of Just Do It, Nike Running produced a JDI commercial telling Kelly's story.

PROJECT MOONSHOT

Storytelling initiative leading into the 2018 New York City Marathon and 2019 Chicago Marathon where Kelly shared her training as she chased her Moonshot goal to qualify for the Boston Marathon.



A woman in athletic wear is running on a paved path. The path is made of light-colored hexagonal tiles. To the right of the path, there are some rocks and greenery. A red pole is visible in the background. The woman is wearing a black tank top, black leggings, and black sneakers with white soles. She has her hair tied back in a ponytail. On the left side of the image, there is a large orange rectangle containing white text. On the right side, there is a vertical orange bar with a repeating pattern of the words 'JUST DO IT' in white, arranged in a grid-like fashion.

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Case Study: Nike Women



DREAM WITH US

Brand Objectives & Results

Generate conversation around our goals and crazy dreams.



Drive awareness for Nike and the US Women's National Soccer Team



Drive sales of the USWNT world cup jerseys.





Case Study: **Global #SportsBraSquad Day**

Yearly event where cities around the world host runs and encourage women to shed their shirts along with their insecurities and join our fight to redefine what strength looks like

2017

Inaugural Global #SportsBraSquad Day.
Over 45 cities around the world hosted runs.

2018

Over 55 cities around the world hosted runs.

2019

Over 75 cities around the world hosted runs.





Case Study: **Women's Running Cover**

KELLY GRACED THE COVER OF WOMEN'S RUNNING MAGAZINE'S BODY ISSUE TO PROMOTE THE #SPORTSBRASQUAD.

#BADASSLADYGANG5K

The issue featured two four week training plans called the #BadassLadyGang5K. Kelly encouraged the #BadassLadyGang to challenge their friends, family members, and co-workers to run their first 5K while they train for their strongest 5K. Kelly chose six different pairs of runners (one new runner and one runner training to run their strongest 5K) and featured their training stories on WomensRunning.com.



Case Study: **Strava Project 1:59**

Goal

Inspire and support runners (especially women) to run a sub 2:00 half marathon.

Strategy

Invite racers to join Kelly Roberts as she paces them to their sub 2 hour half marathon goal.



Case Study: **Strava Athletes Unfiltered**

STRAVA, THE SOCIAL NETWORK FOR ATHLETES, FEATURED KELLY IN THEIR CAMPAIGN ATHLETES UNFILTERED.

GOAL:

Highlight how social media has stopped being real, reject curation and negativity of other social networks, and encourage athletes to celebrate the honesty and inclusivity of sport, which has the powerful ability to unite different kinds of people in a time when little else can.



Thank You



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