

# HEATHER HAWK

## EXPERIENCE

### FITNESS CORRESPONDENT

2000 - Present

- Host of “Smart Living” (previously “Get Hooked On Health”), an award winning 30-minute health and fitness television show on Charter Communications – effective June 2006
- Field correspondent and segment producer for “Get Hooked On Health” – May 2004 through May 2006
  - Compile material for segments, including topics, scripting, location, b-roll, guests
- Host of “Fit On Fox with Heather Hawk” , biweekly television segment on the Fox Network
- Host of “Hawk On Health” televisions vignettes showcasing realistic options for a more active, healthy lifestyle

### FITNESS HOST

1996 - Present

- Host of “Hawk On Health”, a weekly radio show focusing on health and fitness topics in a discussion and/or interview format
- Write, edit, and record all material for the segments, three weekly tips, and sponsor promos
- Attain sponsorship for the segments, and participate in remotes and personal appearances on location for the sponsors

### NATIONAL SPOKESPERSON/MODEL

1995 - Present

- Network TV , QVC, HSN, Lifetime, Discovery Health, radio, video, satellite media tours, and live appearances to promote the company and products
- Host educational, training, and sales seminars on behalf of numerous health and fitness organizations
- Script and host instructional , retail, and sales training videos
- Write articles for publication and web content
- Participate in photo shoots in which pictures are utilized in national brochures, packaging, and advertising
- Act as a fitness presenter and sales representative at numerous industry trade shows including the NSGA, the Supershow, Club Industry, IHRSA, and the Health & Fitness Expo
- Companies include: Danskin, Empower, SportsArt Fitness, Bruce Foods Corporation, Discovery Channel Stores, Altus Athletic, True Fitness Technologies, Buns of Steel, Hoist Fitness Systems, Crunch Fitness

### FITNESS CONSULTANT

2002 - Present

- Director of Fitness Programming and Spokesperson for Fitness EM, Danskin Fitness Equipment for Women and Empower Fitness Equipment for Women
  - Member of the Advisory Board
- Spokesperson and Consultant for SportsArt Fitness International
- Advisory Board Member for Z-Trim Corporation, a revolutionary, all natural fat replacement product
- Midwest Ambassador for Doce Vida Designs, a women’s fitness apparel and active wear company
- Advise companies on numerous aspects including: product design, product/service function, program design, marketing/sales strategies and implementation, corporate publications
- Consult and write for national publications for health and fitness articles and news releases
- Consult for special needs organizations including the National Down Syndrome Society

### CORPORATE VIDEO/INFOMERCIAL

2000 - Present

- Host infomercials and corporate videos for various businesses for their advertising and PR purposes
- Host for Charter Communications

### EDUCATION

1996-1999

- Washington University, John M. Olin School of Business
  - Bachelor of Science in Business Administration, focus in marketing and international business
- Certified Personal Trainer, American Council on Exercise (ACE)

**OTHER DATA**

- Participate in speaking engagements to promote the benefits of healthy living for schools, businesses, and charitable organizations including the National Down Syndrome Society, Leukemia Lymphoma Society, Life Skills Foundation, Muscular Dystrophy Association, and Spinabifida Association. Serve as Master of Ceremonies and Honorary Chairperson for a variety of events
- Extensive involvement with the American Liver Foundation as Honorary Chairperson and Master of Ceremonies for numerous events. Recognized as the “Outstanding Media Person of the Year” in 2000 by the ALF