

# SCARLETT VESPA MEDIA KIT

FOUNDER OF V COMMUNITY • ADVOCATE FOR 40+ WOMEN • AGERICH



**PERSONAL BRAND COACH • SPEAKER • HOST**

mrsV

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# hey there!

## I'M SCARLETT VESPA

...otherwise known as Mrs V!

Five years ago I made one of the best decisions of my life, I decided to take ownership of my career, and started to truly follow my intuition.

My professional life started over 25+ years ago, with all of the glitz and glam, as a production manager on set with Hollywood royalty including Nicole Kidman, Meat Loaf and Jack Thompson.

After having my son, I transitioned from the film industry to produce and direct corporate advertising for clients, including *Disney* and *David Jones*, as one of the first female TVC directors in Australia. Years later I was recruited for the role of Head of Broadcasting at *Commonwealth Bank*, generating million-dollar revenues, which then led me to build my own prominent digital marketing agency.

Although I'd established myself as one of Australia's leading brand experts, something wasn't sitting right. That year, I finally took control of my goals, deviating from my 'set path', and decided to launch *The Style of Mrs V* blog, a platform advocating for women over 40; a space to inspire and be inspired. Launching my blog was the first step in building the V Community, a network of expert coaches and supportive resources to help people embrace growth and expand their world - at any age or stage in life!

**LONG STORY SHORT... I grew my expansive 25+ year career in brand and media all while raising my son, surviving a divorce, discovering myself on a spiritual journey in Nepal, finding my true soulmate Mr Vespa, losing almost everything and rebuilding my life from scratch.**

**Essentially... I transformed my career from scripted movie magic to helping people design their own real-life magic!**



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*"Today people are looking for hope and meaning in an uncertain world.*

***My mission is to make connections and offer the right tools to help them embrace change.***

*Ageing needs to be celebrated, not feared. We are rich in wisdom, experience and knowledge."*

# THE V COMMUNITY

Your Village of Support

## **mrs v™** PERSONAL BRAND COACH

Scarlett Vespa (or Mrs V) helps people find their purpose, trust their intuition & launch their dream life!

Scarlett's methodology offers a holistic approach with individualistic guidance sessions, events and keynote speaking programs; integrating her extensive career in intuitive coaching, branding and digital marketing.

[www.mrsv.com.au](http://www.mrsv.com.au)

# 01.



## **THE MAKEOVER EXPERIENCE + DIGITAL SERIES**

AgeRich™ makeover experiences for the 40+ woman, includes Mrs V plus a team of experts to facilitate the makeover that will also be produced as an audio visual podcast, as we follow the journey of the client through that transformation.

[www.agerich.tv](http://www.agerich.tv)

# 02.



## **COACH DIRECTORY**

Founded in 2016, the V community was created to inspire people and help cultivate their support networks.

The V Coach Directory is your Village of experts. A free search platform where people can effortlessly locate, review, and connect to the right coach, and find coach lead events, workshops and courses. The site hosts a diverse scope of specialists, including business, mindfulness, relationships, spirituality, style, organisational, finances, health, fitness and more.

[www.vcoachdirectory.com](http://www.vcoachdirectory.com)

# 03.

2.

MRSV.COM.AU

**80%**  
new visitors

**43%**  
organic search

**47%**  
direct visits

**2389+**  
podcast downloads

**1.5K+**  
email list subscribers

3.

\*stats are accurate as of Jan 2021



The Mrs V network is growing and engaging more and more unique monthly visitors and every month!

Having worked on film and advertising sets or in the editing suite most of my career, it's easy to say that content creation and curation is kind of 'my thing'!

MY  
.COM  
STATS

## BE INSPIRED

Discover your shift in a new lifestyle, career, or business with my personal gems of wisdom, and interviews with expert guests



**4K+**

average monthly viewers

@mrsvofficial



**15.2K+**

average posts per day: 1

@mrsvofficial



# LET'S GET SOCIAL



**6.4K+**

average posts per day: 1

@mrsvofficial



**2.7K+**

average posts per day: 1

@MrsVOfficialbyScarlettVespa

## EXPECT

Quality professional content.  
A genuine desire to share with my audience and network!

4.

\*stats are accurate as of Nov 2020



## KEYNOTE SPEAKER

L'ORÉAL  Microsoft 

 GENERAL ASSEMBLY  Olay 

Having the right speaker is fundamental in creating an engaging atmosphere. Scarlett brings a passionate energy to every event that will inspire and energise your audience. Her key priority is to ensure she achieves the session's objectives, promoting participants to feel educated, confident, and motivated.

## LET'S TEAM UP



## IN THE PRESS

Scarlett has featured in prominent publications such as The Morning Show, News.com.au, Body & Soul, FinFeed, 2UE and many more. Discussing topics such as the risks of social media, career-defining moves in your 40's and working in a changing AI world.

5.



**BODY**+soul



# LET'S CHAT



TALENT REQUESTS

[Silver Fox Management](#)

KEYNOTE SPEAKER

[Saxtons](#)

MEDIA OR PARTNERSHIP

[media@mrsv.com](mailto:media@mrsv.com)

HI RES ASSETS

[Link to Dropbox](#)