

Simone Anderson

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The inspirational Simone Anderson is an impressive example of what you can achieve when you set your mind to something.

With a great many strings to her bow, Simone is a social media sensation, published author, writer, blogger, health guru, speaker and make-up artist.

In 2014 Simone found herself at a crossroads. At 21 years old, weighing 169kg, she knew something had to change. She made the decision to take control of her wellbeing, and started taking steps toward living a healthier life.

Simone decided to utilise social media for accountability. She publicly committed to her resolution, knowing she would have no choice but to keep moving forward. She underwent a gastric-sleeve surgery, began eating well and exercising daily. The results were astounding: she shed nearly 100kg in less than a year. And attracted an audience of over half a million in the process.

Her story quickly went viral. Gaining extensive coverage, both nationally and internationally, across a myriad of media platforms such as The Huffington Post, The Daily Mail, Elite Daily, Fashion Quarterly, The New Zealand Herald, TVNZ, The AM Show, The Edge, ZM and many, many more.

In 2015 Simone found herself appearing on prime-time television live in the US as a guest on Tyra Banks' talk show, The FABLife. And in 2016 she graced the cover of Good Health magazine.

Unafraid to share the reality of life behind the lens, her vulnerability, honesty and integrity has inspired and resonated with her 600,000 + social media followers; making a genuinely positive impact on many peoples' lives.



outspoken

As her time in the spotlight has progressed, her presence online has too. Nowadays you'll find her sharing daily updates of the ins-and-outs her lifestyle - from food prep, to fitness, to product recommendations, fashion and beauty. Her experience allowing her to harness each platform's strengths effectively, connecting to her audiences in the right ways.

Simone has a staggering work ethic, which is reflected in the quality of the content she produces. She always goes above and beyond for her clients and campaigns, delivering on-brand and on time. Her authentic stamp of approval consistently influences her audience to get across the line, delivering clients fantastic results time and time again.

A captivating communicator, Simone is an excellent keynote speaker, openly sharing the highs and lows of her journey, motivating and encouraging others to take steps towards their dreams. She's also an experienced MC, panellist and guest.

Simone's star continues to rise. In 2018 she became a published author with her autobiography Journey to Health. The tale of how she lost half her body weight, and took control of her life, received scores of rave reviews. Her second book followed in 2020, So Delish, which documents her favourite healthy recipes.

The social-media sensation is clearly passionate about what she does. She's a true success story - of business, of self-control, of passion, of health - and of what you can achieve when you believe in yourself.