

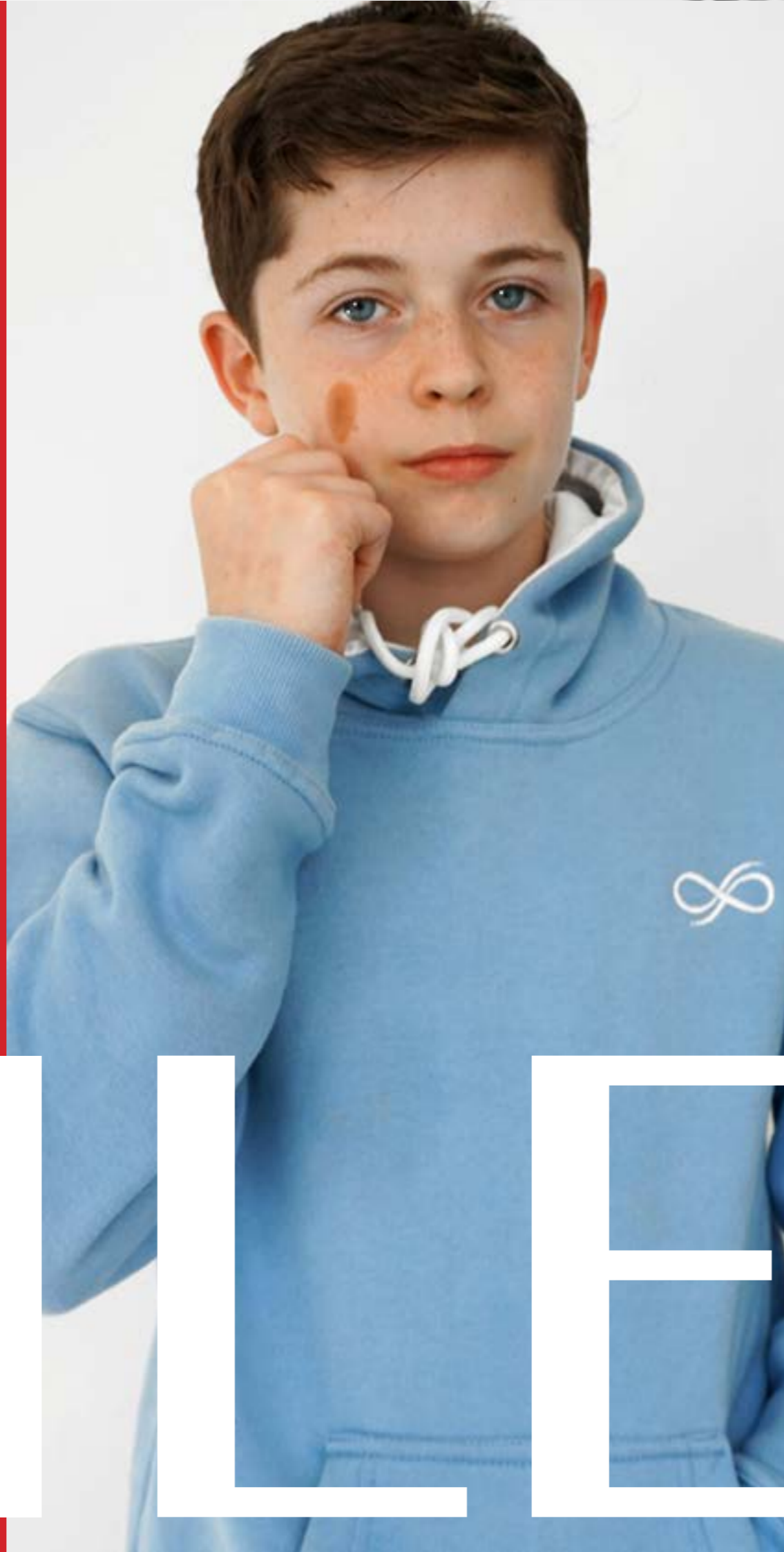


www.rileysimmonds.com

RILEY RHOOD

SIMMONDS

Athlete/Gymnast
Influencer
Brand Ambassador



They call me Roo

“Hello. My name is Riley and they call me Roo. I am 13 years old and I am an elite level 4 gymnast from the UK. My Birthday is on January 1, 2009, I was the first baby to be born in the UK that year.

I live with my Mum and Dad and my older brother. My passion is Gymnastics. I was level Underage Southwest Champion, Elite Level 1 Southwest Champion, Elite Level 2 Southwest Champion, 1st place Southwest Festival in 2018 and 2019. I was also 17th overall in Elite Level 1 at the National Competition in 2018, and 11th place in Elite Level 2 at the National Competition in 2019.

When I am not in the gym, I am a normal kid. I love music, hanging out with friends and getting involved in charity works and advocacies.”

RILEY

Start

01

Riley started Instagram on 2016, when his parents started posting his competition videos and photos to share them with friends and families. After placing first in the Southwest competitions for two consecutive years, Riley started gaining serious following. His engagement grew as well acquiring a solid following from gym and sports demographics.



In 2018, he got his biggest break yet, when he was asked to wear the Nike brand for a photoshoot for SportsDirect.com. After this, more brands noticed him as he started representing gymnastics accessories, clothing brands, toys and even nutritional supplements for kids and teens. Riley's aim is to inspire and motivate kids like him to be active, inspire and be kind to others and it is this message that resonates to his followers.

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INSTAGRAM

Insights

Below is Riley's Instagram Insight as of November, 2020

121K

Followers

4.12%

Engagement

TOP LOCATIONS:

United Kingdom	32%
United States	31%
Others	47%

AGE RANGE:

18-24	32%
25-34	34%
Others	34%

38K

Profile Visits

803

Website Taps

OTHERS AVERAGES (WEEKLY):

Ave. Likes	8,070
Ave. Comments	502
Ave. Saves	662
Ave. Shares	54

Riley loves creating content that inspires others to be fit, healthy, kind and compassionate to others. He always includes motivational and inspirational quotes on all his post that encourages others to interact.



02

03

"My Strength comes from embracing my weaknesses"

-Riley Roo Simmonds

FACEBOOK

Insights

Below is Riley's Facebook Insight as of November, 2020

61K

Followers

23K

Engagement

AVERAGE INTERACTIONS:

Post Reach	145,499
Post Engagement	75,866

TOP LOCATIONS:

United Kingdom	21%
United States	19%
Others	60%

AGE RANGE:

18-24	45%
25-34	35%
Others	10%

OFFICIAL Website

www.rileysimmonds.com

91%

New Visitors

9%

Returning Visitors

TOP LOCATIONS:

United Kingdom	29%
United States	34%
Others	47%



The Coronavirus Pandemic has brought a lot of difficulties in to Riley's routine. He had 2 competitions cancelled this year (2020), and he can no longer go to his Gym for his regular training. However, for Riley, these challenges became opportunities for him to explore new areas for him to excel.



Some of the brand he currently represents includes Beat Boys Club, Dragonfly Leotards, Jester Clothing, Catchies Bands, SecretWood and Gym Kids.



R took on more brand representations for different companies, including being the Poster Boy for the “Knives Down” initiative - a project to raise awareness and curb the growing knife crime among young people - all noting the same positive values and characteristics that Riley has been known for.

VIDEO REEL

Riley Simmonds Playable Demo Reel.



*(You may play the video file above if you are viewing this document on a PDF. You require Flash Player to play videos on PDF) or you may view his demo reel on YouTube via this link:
<https://www.youtube.com/watch?v=mlpmHUFEkto>*

LET'S COLLABORATE



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