



RAD
EXPERIENCE

FITNESS & WELLNESS

PERSONALITY, HOST, INFLUENCER, TRENDSETTER, TRAINER, PARTY STARTER

ROBBIE ANN DARBY

Robbie Ann Darby is a “Texas born/California raised” actress and dancer turned fitness expert. With over 10 years of experience in the fitness and wellness industry, she has had the opportunity to teach and train all over the Southwest and Northeast.

She has dubbed her business RAD Experience, and with good reason. An instant presence in any room she enters, Robbie is effortlessly charming, completely hilarious, and wholly engaging. She owns the room. Spend a bit of time with her, though, and you will quickly learn she also is enviably driven, whip-smart, and incredibly inspiring.

Robbie's wellness career started early: in high school, she was approached by her phys-ed teacher to lead fitness classes for her peers. Inspired to use this innate skill to build a career in wellness, she went on to study for her certifications, and led classes while pursuing a degree in acting. But while she relentlessly chased her goals, a life-threatening addiction challenged her success.

In eighth grade, the stress of being an athlete, coupled with teenage peer pressure, led Robbie to extreme dieting. That diet rapidly descended into a serious eating disorder, which she battled for 14 years. “The process of fighting this disorder was painful, shameful and complicated,” Robbie recalls. “However, when I decided to merge my acting and fitness talents I realized that if I wanted to share my story with the world I needed to first rewrite it. I committed to getting well - both for me and for all those who may be battling body image issues.”

Robbie's ultimate goal however is to pay her success and happiness forward. Through her writing, videos, and fitness events, she aims to inspire others to be bold, take risks and turn their own lives into one incredible RAD Experience.



ROBBIE ANN DARBY IS

RADEXPERIENCE.COM

RAD EXPERIENCE MISSION:

RAD Experience is a radical fitness and wellness movement devoted to transforming not only bodies - but lives. We are committed to proving that people deserve to look and feel their best, one RAD Experience at a time.

By fusing fitness and fun and healthy and happy you can count on the fact that "boring" is never invited to the party; however "laughter" and "smiles" always are. Come experience this fun and sweaty life for yourself!

RAD EXPERIENCE METRICS

MONTHLY:

2k visits
3k page views
1.7k visitors

WEEKLY:

690 visits
1K page views
700 visitors

SOCIAL MEDIA:

7k followers combined
70% women 30% men
5% engagement rate



PERSONALITY

With a BA in Drama and Dance (Spelman College) and a MFA in Acting (The University of Texas, Austin), being in the spotlight is familiar territory for Robbie. She connects with her audience and followers - who she refers to as "RADicals" - with fun and witty confidence.

You can catch her interviewing industry powerhouses such as The Biggest Loser's trainer Dolvett Quince, E! host and television personality Giuliana Rancic or supermodel/designer Heidi Klum. She can also be found running the streets of New York city or Los Angeles, filming innovative content for her YouTube Channel "RADtv." However in addition to Robbie's recognizable work in fitness, she continues to expand her media footprint by joining the marketing efforts of today's fitness fashion leaders with her passion for both lifestyle and beauty.



CBS News for Lumoid



Dolvett Quince
The Biggest Loser



Ping MD Launch with
Giuliana and Bill Rancic



Summer Fitness Tips on Arise
Entertainment 360



RAD Live! on TV One's News One

Biggest Loser Workout
with Dolvett Quince

Watch Robbie's
Hosting Reel [Here!](#)



Dr. Scholl's DreamWalk
Launch with Heidi Klum

CURATED CONTENT

Visit Robbie's
Published Articles [Here!](#)

As a lover of all things fun and sweaty, Robbie started her writing career as the one and only resident Fit Girl at Hello Beautiful. For three years she had the opportunity to share her passion for health and fitness with the sites several thousand followers (also known as "beauties").

She currently composes fresh and witty content for her RAD Experience blog, as well as Shape, Self, The Root, The Grio, Brooks Running, Black Doctor, High 50 and a number of other influential publications.



4 Reasons You Need A Tight Core & 5 Crunchless Exercises To Get You There [VIDEO]

Hello Beautiful
www.hellobeautiful.com



THE ROOT

Black Girls Do Get Eating Disorders: I Did and I Survived



SHAPE

The Best Hiking Trails In LA for a Sweaty (and Scenic) Workout



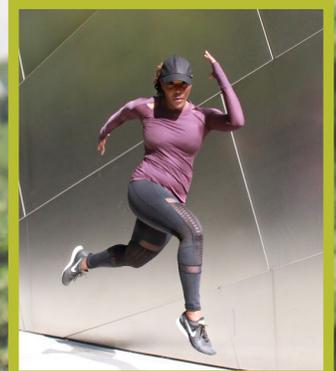
7 Easy Exercises for Better Balance

SELF

BRAND AMBASSADOR

Robbie's commitment to wellness - both for herself and others - has led to her incredible success. She has become a sought-after trendsetter and influencer, working with brands including CALIA by Carrie Underwood, Lululemon, Six:02, Brooks Running, Onzie, Fitbit and KIND Snacks to name just a few.

As a content developer and marketing liaison for many of the largest fitness and wellness brands, Robbie collaborates with these companies to help break product announcements and garner feedback from her followers.



Brand Influencer
CALIA by Carrie Underwood



Brand Ambassador
Onzie



Brand Ambassador
KIND Snacks



Brand Influencer
Lululemon



NATIONALLY

With over a decade of experience in the fitness industry, many nationally-acclaimed publications have featured Robbie's expertise within their content.

From her personal training experience to her personal journey in fitness, Robbie has shared her story and knowledge with Women's Health, Huffington Post, Byrdie, Blavity, Black Fitness Today and many more.

Find a Go-To Gym Hairstyle



BYRDIE



14 Black-owned fitness centers and classes to attend in NYC

BLAVITY



Fitness Aficionados Share Their Commitments

HUFFPOST

#WHSTRONG
MORE WELLNESS INSPO FROM CELEBS...AND YOU!

Street Style: FITNESS EDITION
Robbie Ann Darby, 34, New York City

After battling an eating disorder for 14 years, Robbie Ann now has a healthy relationship with her body, which inspired her to launch an online wellness site, RAD Experience. As a fitness instructor with 10 classes a day, she's a pro at squeezing in her own workouts. "Short and intense HIIT sessions are my favorite."

TRACKER
She never takes time without her FITbit, which she uses to measure not calories burned but her heart rate—a metric that won't register her old eating-disorder behavior.

LEGGINGS
This bridge style from Dope is Robbie Ann's go-to on busy days. "They're fancy enough to wear out, and they'll withstand my sweat session."

SHOES
"Years of dancing and playing sports caused foot problems, so I have different shoes for every workout. I use Nike trainers, which I wear only to teach, lift, and run errands."

Women's Health

Post your own sweat-ready style on Instagram and tag #WHStreetStyle. You could be featured here!

DESIGNER & ENTHUSIAST

Fitness fashion has taken the fashion industry by storm, and since Robbie believes everyone deserves to both look and feel their best, she loves showing her followers how to take their fit gear from the studio to the street. She enjoys styling these "workout and then hang out" looks with the industries leading brands such as Lululemon, Athleta, Lucy and Fabletics - just to name a few.

However when she's not busy showcasing these sweaty yet sassy looks for these infamous athleisure brands, you can find this fitness fashionista designing a few looks of her own. Through her online store, custom collection (Georgia's Gems) and private label (RADiant - coming soon) her followers can join the RAD movement with gear designed for both their workouts, hanging out and a night out.



[RAD Store \(Shop Here\)](#)



[Athleisure: The Fitness Fashion Trend](#)



[Georgia's Gems - Custom Collection \(View Here\)](#)



[Leggings: The New Denim](#)



[How To Style Your Workout Shorts](#)

RAD EXPERIENCE ON YOUTUBE

RAD TV

Robbie's self-produced YouTube channel (#RADtv) gives her followers a window into her life, while broadcasting celebrity interviews and expert advice on topics such as fitness trends, groundbreaking fitness/wellness studios, fashion, beauty and workout tips.

With the mission to make fitness fun, Robbie's videos have garnered over 44,600 views with an average retention rate of 3 minutes. So tune in where you fit in and stay connected with this one of a kind channel.



My Naturally Curly Hair Routine
Sponsored by DevaCurl



The Towel Workout:
Scrub Da Ground



Herbalicious: Cooking with Herbs
Sponsored by Lighthouse Foods



Couch Potato Workout



City Row: Rowing...The New Spinning

RAD TV AUDIENCE

52% Female
48% Male

TOP VIEWS FROM: USA, UK, Canada, Trinidad & Tobago, Brazil
MOST COMMENTED VIDEO: The Towel Workout: Scrub Da Ground
MOST SHARED VIDEO: City Row: Rowing...The New Spinning
MOST LIKED VIDEO: Focus NYC Studio Review

Subscribe [Here!](#)



TRAINER

Train with Robbie!

As a former athlete turned personal trainer and a former dancer turned group fitness instructor, Robbie loves bringing her Cali girl spunk and New York city edge to the fit scene. With almost a decade of experience she has had the opportunity to both teach and train all over the Southwest and Northeast regions. She currently trains privately and leads group RAD Experiences at various Equinox locations in the Los Angeles area, however still takes clients in New York city, as she frequently returns to her former home of 8 years.

Overall, her two national ACE certifications (Personal Trainer and Group Fitness) have lead to some tremendous opportunities. She's had the opportunity to attend workshops lead by some of the industry's top professionals and in turn assist a vast amount of individuals in meeting their personal fitness goals. Combining her exercise science background, personal athletic training experience and dancer's discipline, Robbie prides herself in creating safe, smart and innovative exercise programs.

Train with her in Los Angeles or New York, or take advantage of her personalized online training program - RAD Program Design. You bring the wifi and she'll bring both the sweat and the fun.

RAD LIVE!

Sweat, eat, drink and be healthy with RAD Live! fitness parties.

As Robbie's signature fitness program, this unique experience fuses two of her favorite pastimes - working out and a great night out. RAD Live! is powered by the beats of a live DJ and is chased with post-sweat healthy bites and adult cocktails or mocktails (provided by local health conscious vendors and mixologist). No two parties are the same, so each RAD Live! also comes with customizable gift bags filled with RAD swag to keep the party going post event.

Creating sweat inspired corporate events, bachelorette parties, birthday parties or simply "life is RAD" celebrations is the RAD Live! team's mission.

The options are limitless, so let's get this party started!



Party with Robbie!



RAD Live! Launch Party



RAD Live! Teen Launch Party



RAD Live! Birthday Party



RAD x KIND #DayofPurpose



#RADvibesOnly Launch Party



RAD Live! Bachelorette Party



Cinco de Mayo RAD Live!



RAD x Lumoid Corporate Event



STAY CONNECTED

CONTACT



Watch Robbie's Reel Here

Editorial & Media Inquiries: robbie@radexperience.com
Brand Collaborations & Print Modeling: brittany@msamodels.com
RAD Live! Inquiries: info@radexperience.com
General Info: info@radexperience.com

MSA MODELS

Let's Get Social!



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