

A woman with long brown hair, Olivia Arezzolo, is lying in a bed with white pillows and a beige headboard. She is wearing a dark blue blazer over a white shirt. A pink smartwatch is visible on her left wrist. The text 'OLIVIA AREZZOLO' is overlaid on the image in a serif font, with a large gold 'O' and 'A' behind the letters.

# OLIVIA AREZZOLO

AUSTRALIA'S LEADING SLEEP EXPERT

# MEDIA KIT



# Introduction

Olivia is Australia's leading Sleep Expert, speaker, author, coach and advisor.

After 9 years of study, her qualifications include a Bachelor of Social Science (Psychology), Certificate of Sleep Psychology, Diploma of Health Science (Nutritional Medicine), and a Certificate 3+4 in Fitness.

Olivia's expertise has been solicited for global brands such as Google, Ikea, Sealy Posturepedic and Fitbit, who have shared her science based sleep strategies to the media, consumers and employees alike.

On the media landscape, Olivia has been featured in Forbes, has a popular column in the Australia's leading health media platform, Body and Soul, and is a regular speaker on live TV shows including Sunrise, The Today Show and Studio 10.

Lastly, but definitely not least, her bestselling book, Bear, Lion or Wolf, is now published in 10 countries in 8 languages, seeing her mission to help individuals feel their best, inside and out, via sleep, go global.



You may have seen..



# Studio 10



Olivia shares her sleep strategies for World Sleep Day 2022



# The Today Show



Olivia grants insight into the fascinating world of chronotypes,  
and why they are critical to sleep and productivity



# The Morning Show



Olivia spills the secrets of a better nights sleep:  
knowing your sleep type



# Ikea Workshop



Olivia outlines what's needed in your sleep sanctuary  
to sleep properly - each and every night



# Instagram



oliviaarezzolo



Follow

3,220 posts

36.9k followers

576 following

**Australia's #1 Sleep Expert**

Public figure

Helping YOU Sleep Better

Featured on @thetodayshow @forbes

BSocSc(Psych), Cert Sleep Psyc, Dip Nutrition, Cert 3+4 Fit

📖 get my book - now in 10 countries

[linktr.ee/oliviaarezzolo](https://linktr.ee/oliviaarezzolo)

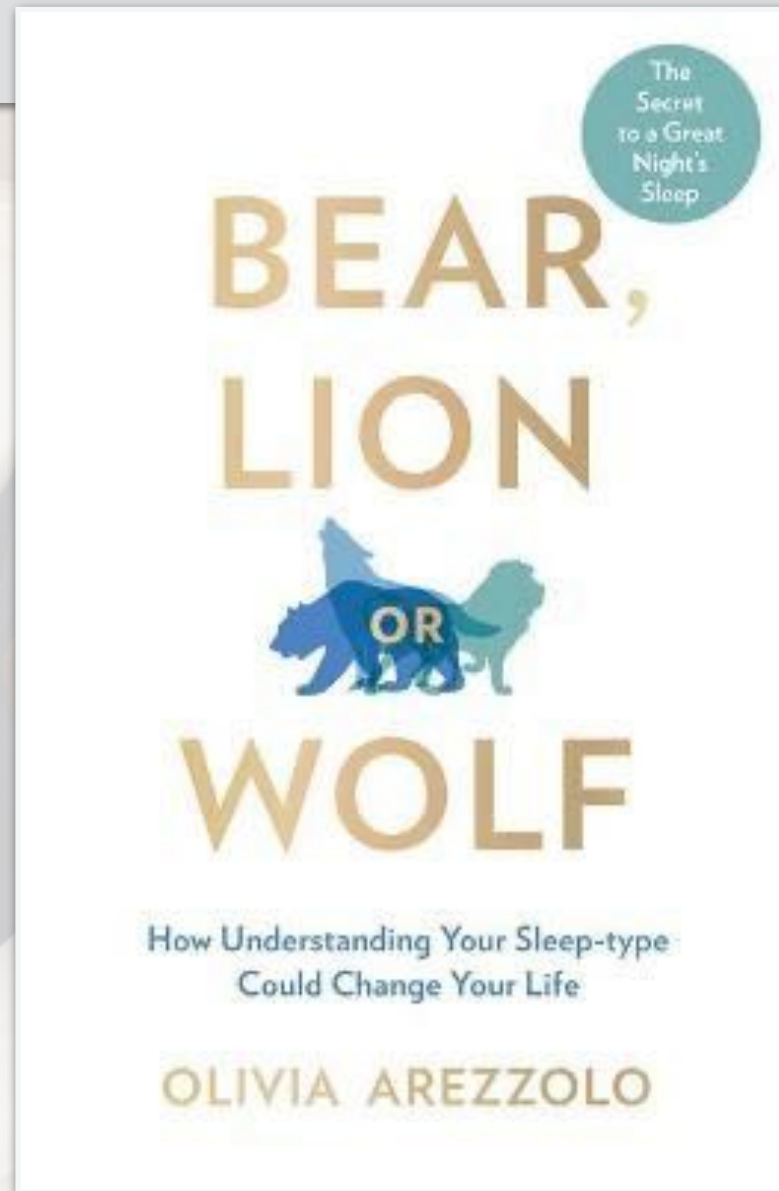
Olivia showers a 36,900+ highly engaged community with sleep tips  
(and shares her life in the process)




Or you may have read..



OLIVIA  
AREZZOLO  
AUSTRALIA'S LEADING SLEEP EXPERT



 HarperCollins *Publishers*

**BONNIER**  
Books UK

*echo*



机械工业出版社  
CHINA MACHINE PRESS



“We could all do with a little more sleep,  
and Australia’s Leading Sleep Expert,  
Olivia Arezzolo, has the answer to that.”

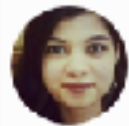
Women Magazine - UK



# Forbes

≡ Forbes

## Should You Be Taking Afternoon Naps? Here's What The Sleep Experts Say



**Noma Nazish** Contributor @

ForbesLife

*I cover all things food, culture and wellness.*

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46:16



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# Body and Soul: Sleep Well Wednesdays

 **BODY+soul**

HEALTH | NUTRITION | FITNESS | MIND & BODY | LIFESTYLE | RELATIONSHIPS | SHOP   Login / Register

## *Sleep Well Wednesdays: How to sleep when you're stressed*

Turns out there is two very different types of stress affecting your ability to snooze.

Olivia Arezzolo  MAY 10



How do you get work-life balance at home? Image: iStock. Source: BodyAndSoul

Landpage  
Turn Client into Client



“Olivia's expertise is rare:  
not only is she incredibly engaging,  
she is highly educated too.

Further, she has a natural ability  
to simplify sleep science into a  
market friendly message.”

Cameron Van Den Dougen - Forty Winks



What can  
Olivia do  
for your brand?



Educate and empower your audience with science based, straightforward sleep tips

Provide third party expertise

Enhance brand and product credibility

Increase reach + engagement



Media engagements for TV, print and radio

Quotes for press releases

Brand ambassadorships

Host or speak at your next event

Expert content contribution for blogs

Social media features



# Package options



## Package 1

Quotes for media releases

Media interviews - TV, print, online and media

Written content for website blogs or press releases

## Package 2

Speaker for your next workshop, event or IG live

Written content for media releases

Ability to use Olivia's name, title and logo to promote event



## Package 3

Social media content: videos, static images and stories

Blog articles for your website

Feature in Olivia's recommended products - the Sleep Kit

## Package 4

Custom designed - please ask.



“Olivia is the Australia’s “go-to” girl for sleep: she’s professional, yet still personable - probably why she’s so well received.”

Amanda Johnson - Time X Rolex Next Generation Leader,  
Startup Executive of the Year - CEO Magazine





Book Olivia for your next  
campaign today.

Please email [enquiries@oliviaarezzolo.com.au](mailto:enquiries@oliviaarezzolo.com.au)