Winx

BUIDLING A COMMUNITY ROOTED IN WOMEN- EMPOWERMENT.

BY: Jean Gredonia

HOW I TOOK WINX AND MADE IT A UNIQUE RUNNING BRAND THROUGH ART, MUSIC, COMMUNITY PRESENCE AND EVENTS.





Welcome

What's up, I'm Jean!

I AM THE CREATIVE DIRECTOR AND SOCIAL MEDIA COORDINATOR BEHIND WINX.

I LEAD AN 8-PERSON TEAM IN LOS ANGELES, TRANSFORMING A GRASSROOTS RUNNING GROUP INTO A CULTURALLY COOL, HIGHLY AESTHETIC BRAND.

FROM SCALING OUR ONLINE PRESENCE TO SECURE MAJOR BRAND SPONSORSHIPS FOR OUR 120-MILE RELAY RACE, TO CURATING HIGH-ENERGY FUNDRAISING EVENTS, I BRIDGE THE GAP BETWEEN STRONG OPERATIONAL STRATEGY AND THUMB-STOPPING VISUAL STORYTELLING

PREPARED BY:
JEANETTE GREDONIA

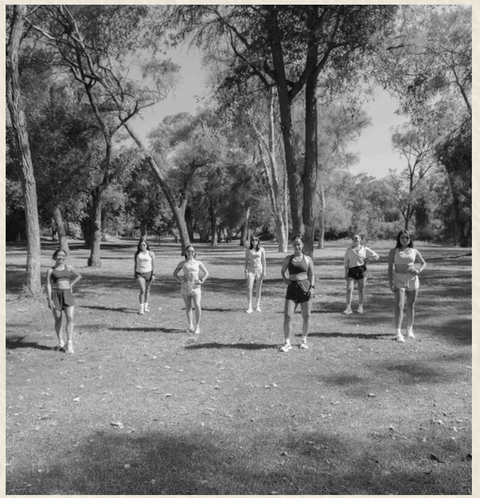


INSTAGRAM: @WINX.GURLS

WHO IS WINX?

WE'RE A COLLECTIVE OF WOMEN RUNNERS WHO JUST CROSSED THE LOS ANGELES MARATHON FINISH LINE TOGETHER—SOME FOR THE FIRST TIME, OTHERS FOR THE SECOND, BUT ALL FINISHING STRONG. NOW, WE'RE TAKING ON OUR NEXT MASSIVE CHALLENGE: THE NO SHORTCUTS RELAY FROM LA TO SAN DIEGO.

SAFE SPACES FOR WOMEN RUNNERS CAN BE HARD TO FIND, ESPECIALLY IN THE SFV. THAT'S WHY WE CREATED WINX. WE USE OUR PLATFORM TO SHINE A LIGHT ON BADASS WOMEN ATHLETES OF ALL SHAPES AND SIZES, CURATING HIGH-ENERGY FUNDRAISING EVENTS THAT ENCOURAGE RUNNERS TO STEP UP, SHOW OUT, AND TRY SOMETHING EXTRAORDINARY FOR THE FIRST TIME.



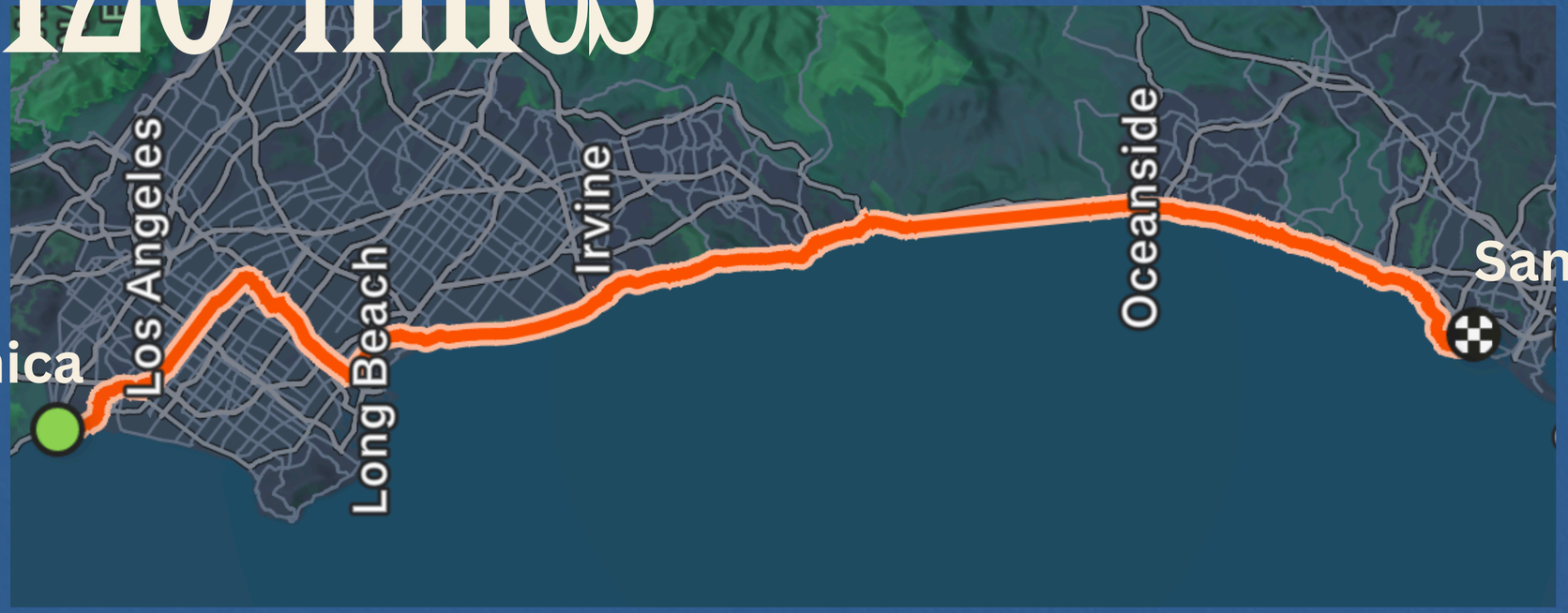
About Winx

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Our BIG Race: 120 miles

No Short Cuts Relay Race

START POINT : SANTA MONICA PIER, CA
END POINT: SAN DIEGO, CA



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Vision and Mission

winx world





OUR VISION

TO BUILD A TRENDY, CULTURALLY COOL BRAND ROOTED IN REAL ENDURANCE. WHAT STARTED ENTIRELY BECAUSE OF A GRUELING 120-MILE RELAY RACE HAS GROWN INTO A PLATFORM DESIGNED TO INSPIRE WOMEN, ELEVATE STORYTELLING, AND TURN A HIGH-AESTHETIC SOCIAL MEDIA PRESENCE INTO MEANINGFUL BRAND PARTNERSHIPS.

OUR MISSION

TO INSPIRE OTHER WOMEN BY SHOWING HOW WE TOOK A WILD IDEA—TACKLING A 120-MILE RELAY RACE—AND BUILT A COMMUNITY FROM 0 TO OVER 540+ FOLLOWERS STARTING IN MAY 2026. WE PROVE THAT WITH GRIT, A SHARP AESTHETIC, AND POWERFUL STORYTELLING, YOU CAN BUILD A MOVEMENT FROM THE GROUND UP.

FUNDRAISING EVENTS

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curated events

by women, for women

CURATING EVENTS LIKE SALSA NIGHT, RUNNER'S STRENGTH CLASSES, WOMEN-ONLY PILATES, AND HALLOWINX PARTIES IS A POWERFUL CATALYST FOR FUNDRAISING AND COMMUNITY BUILDING BECAUSE IT TRANSFORMS PASSIVE DIGITAL SUPPORTERS INTO ACTIVE, IN-PERSON PARTICIPANTS. BY DESIGNING SHARED, MEMORABLE EXPERIENCES TAILORED TO OUR COMMUNITY'S LIFESTYLE, THESE EVENTS BUILD GENUINE TRUST, GENERATE ORGANIC SOCIAL BUZZ, AND REPLACE TRANSACTIONAL ASKS WITH AUTHENTIC CULTURAL MOMENTS THAT UNITE PEOPLE AROUND A COMMON PURPOSE.







Sponsorships



LSKD RUNNING

ATHLETIC CLOTHING BRAND



SKULL CANDY

RUNNNG HEADPHONES



HY.Q

HYDRATION DRINKS



LULU LEMON

RUNNING OUTFIT



VIDA ENERGY

ENERGY DRINK

SECURED ENTIRELY THROUGH STRONG AESTHETIC CURATION, CONSISTENT SOCIAL MEDIA STORYTELLING, AND AN ENGAGED COMMUNITY, THESE COLLABORATIONS REFLECT WINX'S POWER TO BRIDGE DIGITAL INFLUENCE WITH REAL-WORLD IMPACT. BRANDS TRUST US BECAUSE OUR CONTENT AUTHENTICALLY REFLECTS THE LIFESTYLE OF MODERN, ACTIVE WOMEN.

THEY FUELED OUR 120-MILE NO SHORTCUTS RELAY FROM LA TO SAN DIEGO EVERY STEP OF THE WAY.



Social Media Coordination

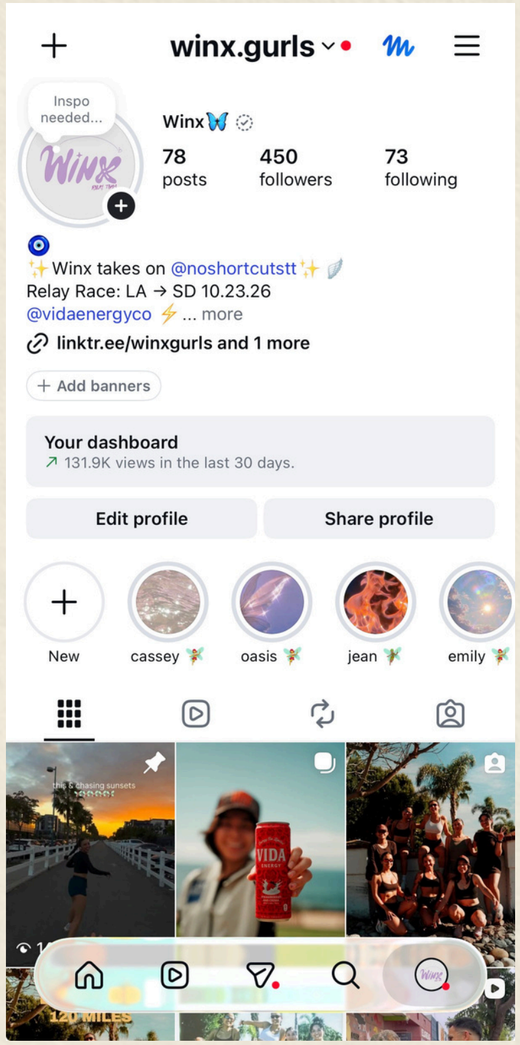
BEHIND EVERY GREAT FEED IS SEAMLESS ORGANIZATION.

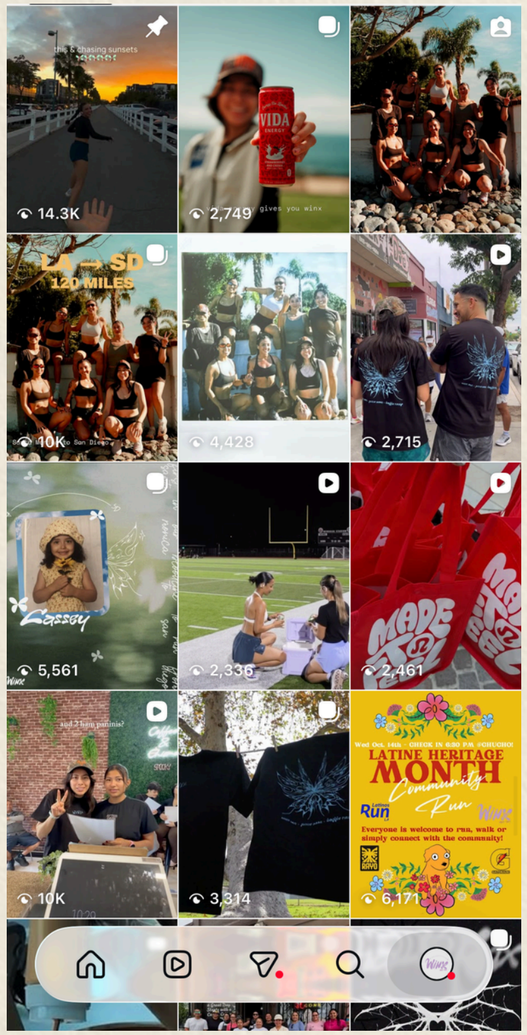
I UTILIZED STRATEGIC SOCIAL MEDIA COORDINATION AND STRUCTURED CONTENT CALENDARS TO KEEP OUR TEAM OF 8 COMPLETELY ALIGNED, PLAN WEEKS IN ADVANCE, AND DRIVE THE CONSISTENT EXECUTION NEEDED TO GROW OUR INSTAGRAM.

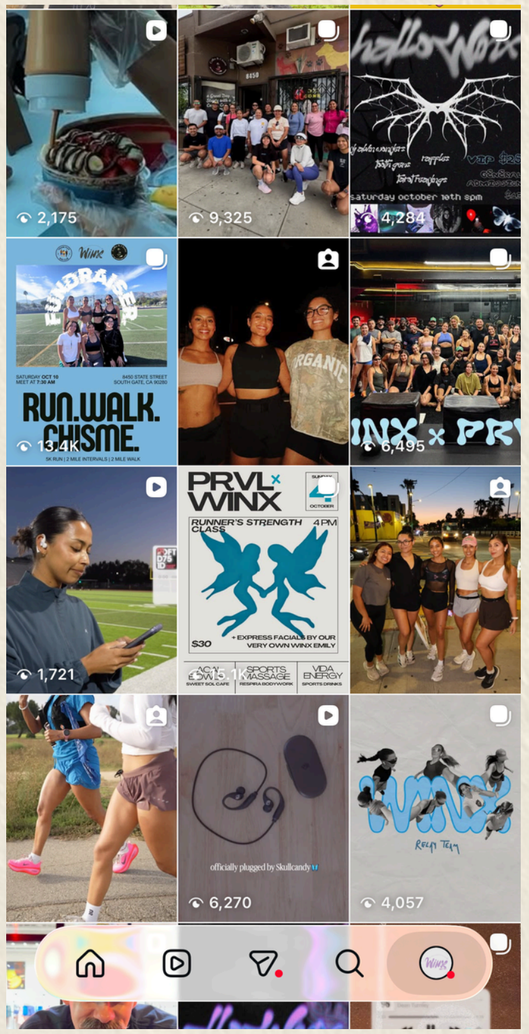
BECAUSE TRUE TEAMWORK RELIES ON COLLABORATION, I BUILT A WORKFLOW THAT WELCOMED CREATIVE INPUT FROM EVERY MEMBER. BY BALANCING CLEAR OPERATIONAL STRUCTURE WITH AN OPEN, ENCOURAGING ENVIRONMENT WHERE EVERYONE'S IDEAS WERE HEARD, WE TURNED INDIVIDUAL STRENGTHS INTO A COHESIVE STRATEGY THAT SCALED OUR PAGE TO WHERE IT IS TODAY.

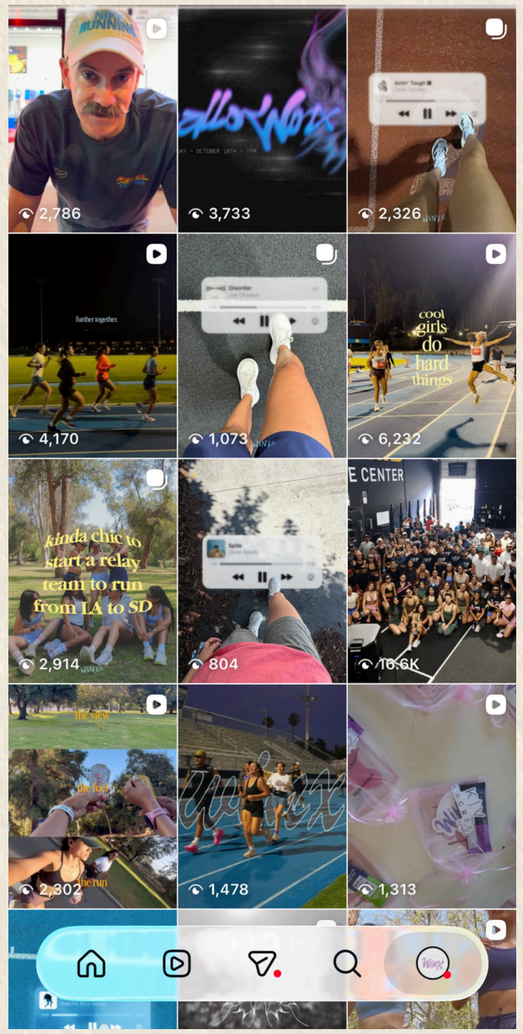
SOCIAL MEDIA PRESENCE

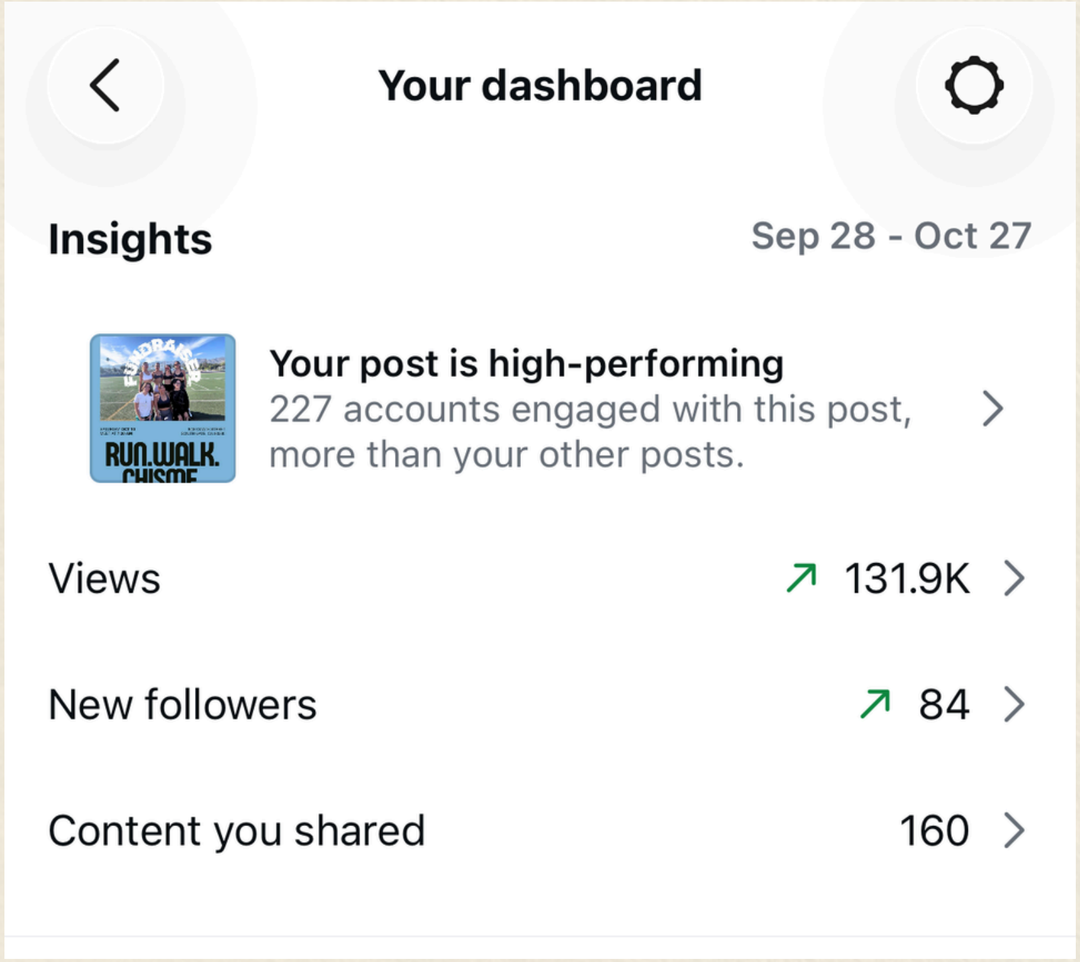
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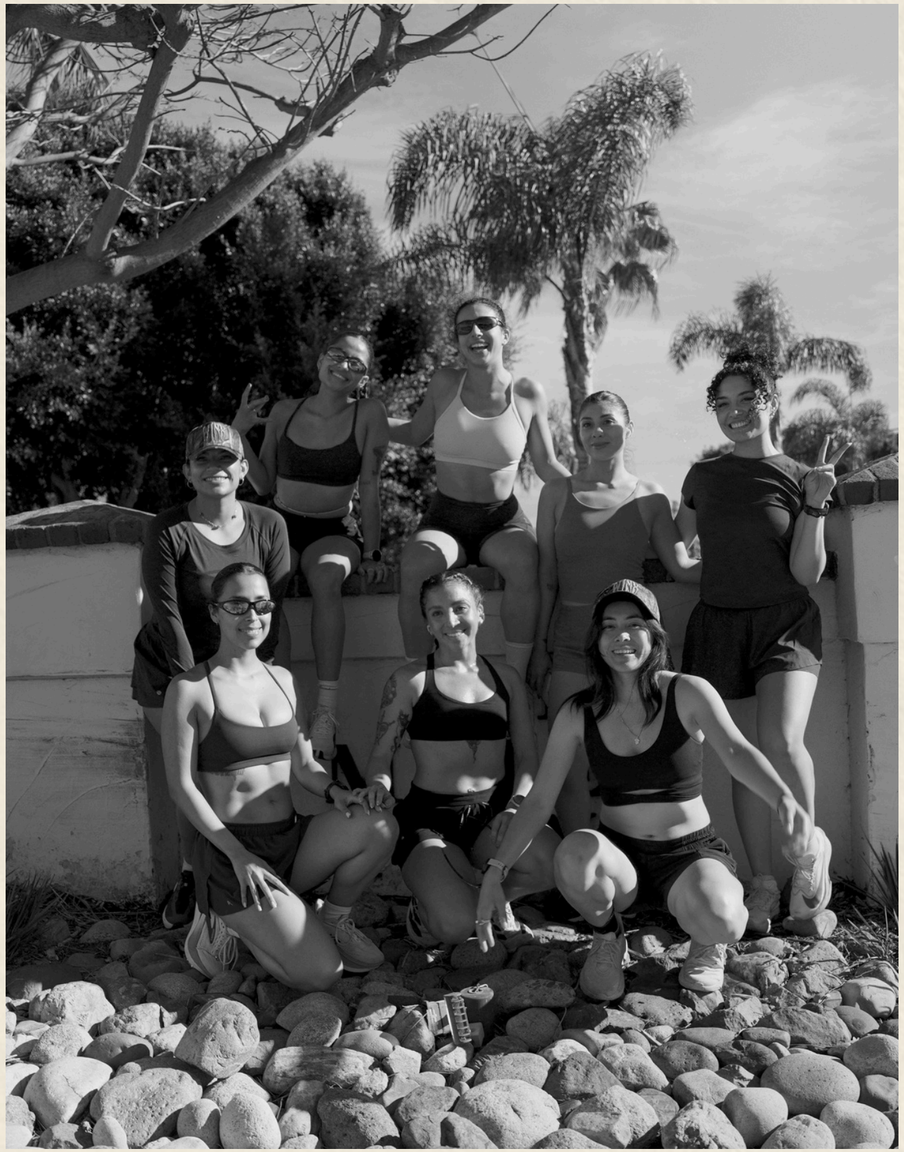


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A STRONG SOCIAL MEDIA PRESENCE IS EVERYTHING.

IT’S HOW WE CATCH THE EYE OF MAJOR BRANDS TO LAND SPONSORSHIPS, BUT MORE IMPORTANTLY, IT'S HOW WE BUILD A WORLD.

STARTING ENTIRELY FROM OUR 120-MILE RELAY RACE, WE’VE GROWN A THRIVING COMMUNITY OF FANS WE PROUDLY CALL 'PIXIES,' SPARKING A FULL-ON MOVEMENT OF FAIRIES ACROSS INSTAGRAM.



Thank you

THANK YOU FOR TAKING THE TIME TO VIEW THIS PRESENTATION.

I APPRECIATE YOUR INTEREST AND CONSIDERATION, AND I'M EXCITED ABOUT THE POSSIBILITY OF WORKING TOGETHER. LET'S CREATE SOMETHING MEANINGFUL, IMPACTFUL, AND BEAUTIFULLY ALIGNED.

Looking forward to connecting soon!

