



Who is Zoe Bingley-Pullin?

Zoe Bingley-Pullin is a nutritionist, mother, chef and the founder of Nutritional Edge, nutritional consultancy company based in Sydney.

She is an established and trusted expert in whole food nutrition and wellbeing. Zoe's passion for food has empowered her to help many people embrace the benefits of food through education.

Zoe is an established media personality across television, print and digital. Zoe was co-host of Good Chef Bad Chef (Network Ten) for 5 seasons and in 2017 joined House of Wellness as segment host (Seven Network) and in 2018 expanded to being a regular guest host on the House of Wellness Radio Show.

As a passionate writer, Zoe released her first cookbook, *Eat Taste Nourish* in 2009 that provides a practical focus on nutrition and teaches readers how to create delicious and healthy food in simple ways.

Zoe launched her first online program in 2015 called *Falling In Love With Food*, an 8-week interactive course teaching people all about food groups, cooking and how to have a loving attitude towards food, for life. The program's huge success led Zoe to write a cookbook of the same name, released in October 2016, as a way to show people how to love all aspects of cooking and eating.

Zoe is currently an ambassador and nutritional expert for Dietlicious, Keto-Fit and Woolworths Bunch.

Zoe Bingley-Pullin Credentials

Trained Chef (Le Cordon Bleu, France)

Nutritionist (Diploma of Nutrition 2002)

Trained Counsellor (Nature Care College)

Author – *Eat Taste Nourish* (2009)

Author – *Falling in Love with Food* (2016)

Host of Good Chef Bad Chef (channel 10) from 2012-2017

House of Wellness (channel 7) guest presenter 2018-present

House of Wellness Radio guest host – 2018-present

Completed Cognitive Behavioural Therapy (CBT) and Acceptance and Commitment Therapy (ACT) training (2020)

www.zoebingleypullin.com

instagram: @zoebingleypullin

facebook: @nutritionaledge

Sizzle reel:

<https://www.dropbox.com/sh/goc3broeum4e8i/AABQTmhxWt1wVK3orzLK4yH7a?dl=0>

Partnering with Zoe – how we work

Zoe is committed to the delivery of trendy, fresh, engaging, on time and within budget content for the partners she works with.

Upon receiving a brief from a potential partner, Zoe and her team, put together content ideas to fit both the brief and the budget.

Once approved, the content creation is handled in-house by Zoe inline with the proposed budget.

Zoe has a network of videographers, photographers and stylists to assist with shoots and access to a home in Noosa, which works as a beautiful backdrop for shoots (see pictures below).

Created content is then provided to the partner for review and Zoe's in-house team makes any requested changes.

During the creation process, Zoe can share behind the scenes footage of the shoots, on social media, to gain interest and build momentum for the eventual launch of the content.

The final content can also be shared across Zoe's social media channels and via her weekly newsletter.



Current Partnership Examples

Woolworths Bunch Member Community

As a Bunch nutrition expert, Zoe's role involves creation of health and food focused articles and production of cooking videos to showcase healthy eating.



Dietlicious

As an ambassador for Dietlicious, Zoe's role involves creation of social media posts and health focused articles. Zoe was also involved in the development of a 4 Week Body Reset Program.



Keto-Fit

As a brand ambassador for Keto-Fit products, through social media, recipe development and campaigns Zoe helps to create awareness around the benefits of how Keto-Fit products can fit into a healthy Keto lifestyle.



Olive Wellness Institute (OWI)

Zoe was recently involved in the creation of recipes for the OWI social media page to create awareness about the benefits of cooking with extra virgin olive oil



House of Wellness – Channel 7

Since 2017 Zoe has been a segment host with House of Wellness, shooting health and lifestyle segments and creation of recipes using brand-sponsored products



Good Chef Bad Chef – Network 10

For 5 seasons (2012-2017), Zoe was co-host of Good Chef Bad Chef cooking show and showcased how easy and delicious healthy cooking can be.

