

# John "LJ" Strenio

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## Bio:

I'm a professional skier from Vermont living in Oregon. I've been a finalist in World Cup Olympic Qualifiers and Dew Tour, Filmed with Warren Miller and Poor Boyz Productions and **in 2017 podiomed in the X-Games** and am nominated for a Powder Award for my Level 1 Part.



Europe's "Skiing Magazine" Cover

**This year I'll be filming a full segment with Level 1 Productions, competing in the X-Games Real Ski contest and filming with Line Skis' Traveling Circus.**

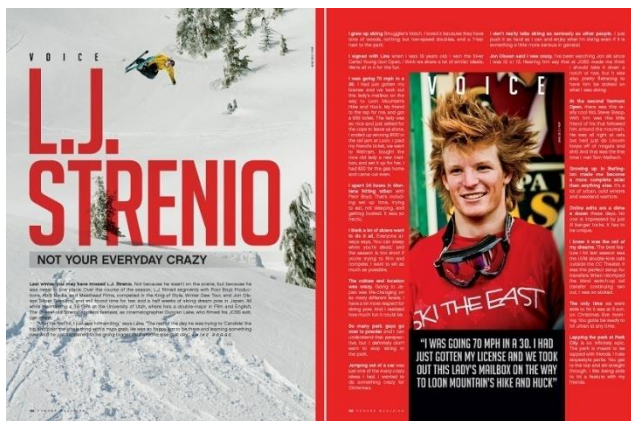
## Media:

I compete in events that get TV and Magazine coverage and whether I'm filming or traveling I always make sure to wear logos and Promote my sponsors.

X-GAMES Real Ski 2017		
	LJ Strenio	33.03% FAN FAVORITE & BRONZE
	Henrik Harlaut	28.74% SILVER
	Magnus Graner	22.62% GOLD



2017 X Games Real Ski Bronze & Fan Favorite



Powder Magazine Profile

## Social Media:

I have a near cult like following on social media for doing weird, unique tricks people haven't

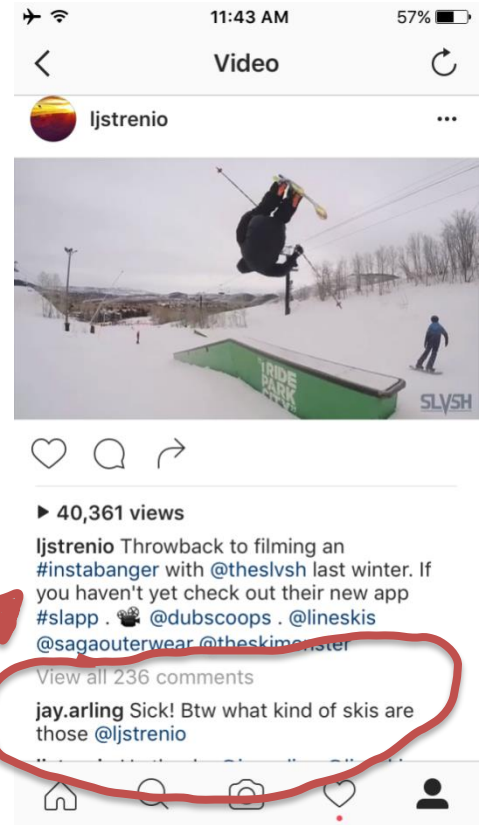


CBS Event Coverage

seen before and for my laid back antics that appeal to everyday weekend warriors who can relate to a more fun-loving attitude.

### Interaction:

While reaching the target audience is important, Interacting with them is as well. I'm asked about my sponsors gear on social media on a daily basis providing additional opportunity to promote I also attend movie premieres and autograph signings.



### Shared Audience:

Young skiers are an impressionable and die-hard market and they love what their favorite athletes love.



Example of influence in fan art



Fan made Wiki page

## By The Numbers:

### Social Media

Instagram Followers: **31,200**  
Facebook fanpage and personal account followers: **13,700 + 6,000**

### Contests

2018 X-Games Real Ski: **1.5 min segment to air on ABC/ESPN**  
2017 X-Games Real Ski: **Bronze**  
Dew Tour Streetstyle 15/16: **2<sup>nd</sup> Place**

### Movie Appearances

Level 1 Productions: 2017: "Habit"  
2016: "Pleasure" opener  
2015: "Small World" IF3 Movie of the Year

### Web Series

Traveling Circus: 1+ episodes in 2018  
2 episodes in 2017  
Over 3 million series views

## The Rest:

I graduated from the University of Utah Cum Laude with degrees in Film & Media Arts and English Literature and am currently pursuing a 3<sup>rd</sup> in Computer Science during my summers. I was a **Ski Stunt Double for Vin Diesel** in the hollywood blockbuster: "Triple X: Return of Zander Cage". I'm an active Skydiver, surfer and marathon runner.

