

# JILL LERMAN

@JILLYBEANSNYC

## HI, I'M JILL!

Hi I'm Jill & I empower overwhelmed parents & caretakers to connect & engage with their children through simple play setups to make parenting feel more joyful and manageable.

I've been an early childhood educator for almost 15 years, teaching music & gym for infants and toddlers in addition to teaching preschool in New York City. I also have a background in acting. I've previously performed Off-Broadway, worked as a host, and did voiceover work for TV and radio commercials. At the end of 2020, I became a mom to my daughter, Rae!

I've seen how important play is for children. It's how they learn best! I want to make play feel accessible & show how it can be both purposeful & fun.

My dream is to use my experience as a teacher to create in-home educational opportunities for families, similar to the types of activities I set up in the classroom.

So with that—Jillybeans was born! I started out teaching small group classes & customized playdates in homes then expanded into stores & playspaces. When the pandemic hit, we went virtual. I held classes on Zoom & shared activity ideas using household items people would likely have on hand while spending more time at home. I helped curate toy collections, which were now being used more than ever before.

Partnering with brands I love, I show how families can benefit from products with purpose. Whether it's live weekly Q+A's as a developmental play expert, leading virtual developmental play classes and demonstrations, social media posts and reels, doing Instagram story takeovers, writing blog posts, or interviewing and moderating conversations with other experts, I provide information about development in an approachable and relatable way, from one mom friend to another, sharing the benefits of each product and encouraging sales to my audience.

My approach makes it easy for parents to facilitate play while working toward developmental milestones. One of the cornerstones of my approach is showing how products can be an investment used in a variety of different play setups across various ages and stages of development.

As a new parent, I recognize how much support & community matters right now. This is what Jillybeans is all about!

-Jill



## COLLABORATIONS

- buybuyBaby
- Lalo
- Monica+ Andy
- Sassy Baby Inc.
- Lovevery
- Guidecraft
- Cybex
- Yumble Kids
- Primary
- Mom Cozy
- Kidzlane Toys
- Stocked by Three Owls

## FEATURES

- New York Family Magazine
- San Diego Voyager
- ShoutOut Arizona
- Foodteenies on Youtube

## CONTENT CREATION

- developmental play classes
- parent education and mother's groups
- blog posts
- social media posts and reels
- live Q+A
- brand spokesperson
- video
- live event and on-camera hosting
- moderating and interviewing
- voiceover (reel available upon request)

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## WHAT BRANDS ARE SAYING

"Jill has been working with our brand for 3 years now, leading in-person classes and events as well as virtual. Our mom community loves Jill - her classes are informative, effective and fun! Her approach to play as it relates to developmental growth is really important for our kids, and we love working with her!"

**-Samantha Saifer Bergard, Director of Events + Brand Experiences Monica and Andy**

"Jill has been a pleasure to work with and full of great developmentally appropriate play ideas! She's extremely knowledgeable, engaging, and takes the time to explain "why" certain activities and/or products are most beneficial. Selecting toys and products can be an overwhelming task, but Jill helps narrow it down to items that will last you for years to come and she shows you how to repurpose them for different ages and stages! She's been a staple in our Mommy Mingle digital curriculum and we're so happy to have her!"

**-Kristin Malta, Founder & CEO Parentville, buybuyBABY app & virtual classes**

"Having the opportunity to work with Jill was a great experience! She shows passion and commitment through her abilities as a Developmental Play Coach and Early Childhood Educator. She was very professional, open-minded, and easy to communicate with. We look forward to future collaboration opportunities with her and her daughter, Rae!"

**-Aubrey Hass, Social Media Manager, Sassy Baby Inc.**

## INSTAGRAM DEMOGRAPHICS

92.4% women

39.6% 25-34 years old

49.4% 35-44 years old.

82.4% located in United States

22.5% located in New York City area

highly engaged audience of buyers

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## WHAT PARENTS ARE SAYING



"I took your buybuyBaby/Mommy Mingle class this weekend and found it so helpful! I'm a first time mom and have been struggling to come up with ideas for meaningful play. I purchased almost all the products you recommended and really felt like it gave me a good idea of the types of toys that assist in development."

"THANK YOU! I took a developmental play zoom class hosted by you on mommy mingle and loved it! As new parents, my husband and I ended up purchasing all the toys you recommended and your class has given us some structure on where to start with our baby. Right now my baby is 1 month, 1 week old..so thank you again! We don't have any questions as of yet but will reach out to you if we do. We also mentioned to some of our new parents friends to take your class to help them along in the process to new parenthood as well."



"Jill is one of the most talented, dedicated, creative and loving educators I have had the privilege of knowing. I have worked as a special education teacher and SEIT for over 12 years in New York, and am now on the "other side," experiencing my daughters' early education from a parent's perspective. I was consistently impressed by the multi-sensory, cross-curricular and thorough quality of Jill's curriculum and lesson planning. Jill will always hold a very special place in our family's hearts, as my daughter's most wonderful and magical first teacher. She is a gem, and I have no doubt she will enchant children with a love of learning for years to come."

"Among all of my son's teachers, Jill is the best. Not only does she explain the "why" behind every activity, she makes sure they're all fun -- not just for the babies, but for the moms, too."

"Having taken a number of different classes with my son I can't speak highly enough about Jill and her methods. She has such a warm and engaging personality. The class was very age appropriate which was really the best part. Her use of props and materials was really great and even gave me some ideas of things to have at home and exercises/activities to do ."

"A huge takeaway for me was to simplify his play space. There were always a ton of toys scattered around because I wanted to make sure he had enough stimulation but since watching your class I rotate out a couple of toys at a time."

"I was part of the developmental play class this morning and took a lot of notes and even wrote down every toy and who makes it."

"Loved your class! I wanted to get everything haha."

"I attended your 0-18 month developmental play workshop today and thought it was so helpful. I was hoping to attend the next one for 18 months-3 yrs old."

