



COMMUNICATIONS DIRECTOR

LIA HEAD RIGBY

Education:

Florida International University
Hospitality & Marketing

Contact: lia@fit.farm

Lia is our island-gal! Born and raised in The Bahamas, she mastered the hospitality industry over thirty years in tourism throughout the islands and Florida. Her expertise as a publicist lends perfectly to her being our Communications Director, as her media reach is global and unharnessed approach to connecting people has been a main focus of her life. She is the nexus for all things media, public relations and marketing and she has a zeal for it. When she's not dreaming of campaigns, she's enjoying time with her young daughter, hubby and mother at their home in Orlando, Florida.



ISABEL LIU

DIGITAL MARKETING MANAGER

Education:

University of Central Florida
Digital Media

Contact: stay@fit.farm

Isabel from around the world is a product of mixed cultures, hobbies and just about anything creative. Born in the Dominican Republic and raised in Ecuador, Honduras, Panama, Taiwan and the U.S.A., Isabel's diverse background molded her as an artistic challenge seeker.

She is devoted to living life powerfully by bringing creativity and fun to the world. You can always find Isabel crafting something: from fusion cuisine and string arts to the visual items that represent Fit Farm.

Isabel continues to build the evolving brand and assists with the marketing strategy for Fit Farm