

# Corrie White

# PORTFOLIO

SOCIAL MEDIA STRATEGIST  
DIGITAL MARKETING  
BRAND MESSAGING



# I'm Carrie!

As a social media manager with over 7 years of experience, I specialize in helping boutique businesses build and grow their online presence to connect with their audience through authentic and relatable content. As a fellow small business owner, I know how important it is to have a marketing partner you trust.

My passion lies in sharing your business story to drive organic growth, create online community connection, and amplify your brand message. With a background in small business ownership and human behavior, I bring a unique blend of creativity, special attention, and hands-on experience to every project.



runyoursocial@gmail.com



@corunning





# Experience

## **Social Media Manager & Business Strategist**

Over 7 years of experience creating tailored strategies, managing content calendars, and designing posts that help boutique businesses and nonprofits grow authentic connections and visibility online.

## **Entrepreneur & Small Business Specialist**

Built and managed my own business through intentional partnerships, organic social strategy, and network marketing. Founded Run Your Social to help female-led businesses and local service providers build a strong online presence, establish trust, and grow both sales and their client base.

## **Visual Brand Builder & Designer**

Designed custom graphics, branded templates, and campaign visuals to maintain a cohesive look across platforms. Known for transforming raw content into polished, scroll-stopping posts, Reels, and stories.

## **Content Creator & Copywriter**

Specialize in writing clear, engaging captions and crafting high-performing content—not bland, AI-generated filler. Every piece is tailored to match the client's voice, connect with their audience, and hit their brand goals.

## **Community Engagement Specialist**

Partnered with local nonprofits and community organizations to support awareness campaigns, events, and fundraisers—helping raise over \$40,000 for CB State of Mind through strategic, heartfelt storytelling.

## **Client-Focused Professional**

Recognized for capturing each brand's unique voice, staying organized, and making the content process feel seamless. Clients consistently appreciate the collaboration, clarity, and brand alignment I bring as a trusted partner.

# Skill Set

With a diverse skill set in digital marketing, social media strategy, and teamwork, I excel at highlighting what makes your business unique, organic community growth and creating digital marketing plans that reflect the heart of your work.



Social Media Strategy  
Social Media Marketing  
Advertising  
Email Marketing  
Digital Marketing  
Networking  
Canva, Graphic Design,  
Communication  
Sales

Content Capture and Creation  
(photography & videography)  
Compelling Copywriting  
Problem Solving  
Personal Development  
Teamwork  
Mindset  
Brand Vision & Implementation  
SEO  
Analytics

# PROJECT PORTFOLIO

On the following pages, you'll see examples and case studies of clients I have worked with and am currently working with.

01

## CB State Of Mind

Social Media Manager, Content Creation, Digital Marketing, Fundraising.

02

## The Fountain CB

Social Media, Content Creation, Branding & Digital Marketing.

03

## Helping Friendly Collective

Social Media, Content Creation, Fundraising.

04

## Margaret Roth Design

Branding, Social Media, Digital Presence

05

## Industry Hair Studio CB

Video Content Creation

06

## Mountain Colors Paint & Showroom

Brand Vision & Messaging, Social Media Strategy, Video & Photo Content Creation.



# CB STATE OF MIND

In a monthly meeting, the executive director and I create a strategy for the upcoming month. We discuss upcoming events, local partnerships, and the vision for what needs to be shared with the community and the role social media will play in . From there, she goes on her way and I get to work to bring that vision to life.

- I write 3-6 posts a week that fit with the marketing strategy, creating reels and graphics to go along with them.
- I send a list of photos & videos that I need and these are uploaded to a shared album.
- I ensure everything is branded and themed to match the non-profit aesthetic.
- I give her suggestions for additional content.
- I share everything (and more) to her stories.
- I send her a weekly email to let her know which posts and content is most effective.
- I create events and discussion about these events on the social platforms.
- I engage with followers for feedback, event promotion, and to create a sense of support & community.
- I schedule and create content based on tags & collaborations from the local community.
- I engage with all followers, responding to messages when people have questions or comments.



ACCOUNT BEFORE



ACCOUNT AFTER



# @CB\_STATE\_OF\_MIND

Better Together: Ongoing Community Story Sharing Series



cb\_state\_of\_mind Open to share your mental health journey ? 🌟 September is Suicide Prevention Month, and it's a time for us to unite as a community, sharing resilience, understanding, and support. 🌟

We are revisiting "The Many Faces of CB State of Mind," a series that has brought to light the personal stories and powerful experiences of our board members with mental health. But this year, we want to go deeper—we want to hear from you.

Your story is vital. By sharing your experiences with mental health, you contribute to a broader understanding and help create a community where no one feels alone. Whether you've faced challenges, found victories, or are still navigating your journey, your voice can make a difference.

We invite you to be a part of this movement by sharing your story. It's through these shared experiences that we can learn from each other, offer support, and build a more inclusive and understanding community.

At CB State of Mind, we're committed to more than just raising awareness; we're fostering a movement where mental health is prioritized, and every story is heard. Join us in the lead-up to Suicide Prevention Month by contributing your voice to this important conversation.

Let's work together to make a difference—one story at a time. Please send a message if you're interested in sharing your story.

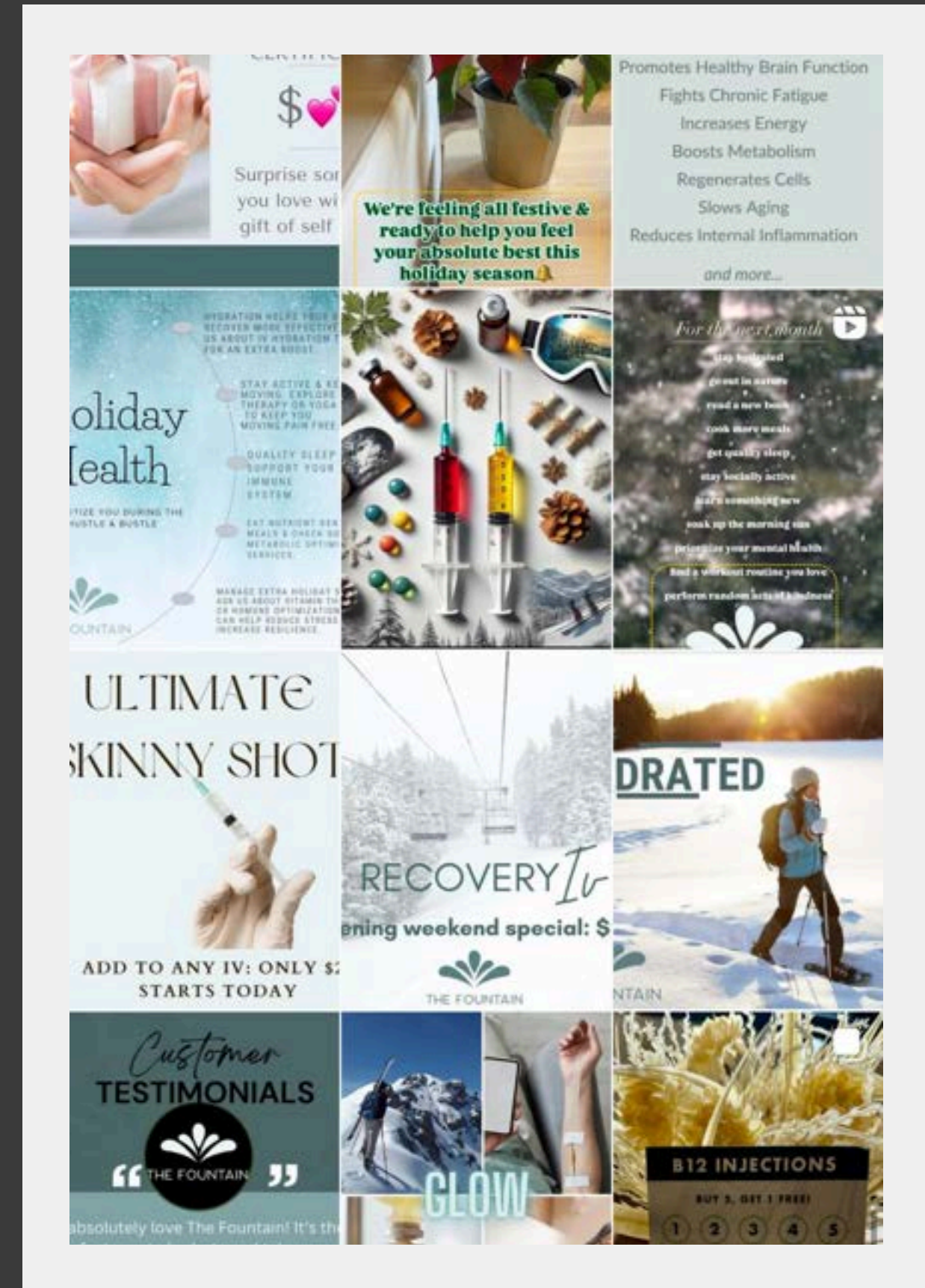
#cbstateofmind #mentalhealthawareness  
#shareyourstory #togetherwecan #community  
#gunnison #crestedbutte



# THE FOUNTAIN CB


The Fountain CB is a luxury wellness IV and Oxygen Bar offering personalized hormone therapy, NAD+, energy optimization and vitamin treatments.

- I write 3 posts a week that fit marketing needs and create reels and graphics to go along with them.
- I send her a list of photos & videos that I need from her and she uploads them into a shared album for me to grab.
- I ensure everything is branded for the business aesthetics.
- I offer suggestions for additional content.
- I share everything (and more) to her stories.
- I share specials and educate the Fountain CB audience on wellness therapies, monthly specials, and wellness trends.
- I advertise events and seasonal updates at both lounge locations.
- I take all of the above, send it for approval and the entire month runs seamlessly.





# @THEFOUNTAINCB



Start boosting your immune system & get protected for fall travel & weather changes.

Glutathione, a powerful antioxidant, promotes detoxification and enhances immunity.

Zinc supports the immune system by promoting immune cells and reducing inflammation, helping the body fight infections and recover quickly.

**SUPER IMMUNE BOOSTER BENEFITS**  
@THEFOUNTAINCB

Double Vitamin C reduces inflammation and support immune function more efficiently, promotes quicker tissue repair, boosts collagen production, and accelerates overall recovery and vitality.

B-Complex and B12 for energy, vitality and overall wellness.

The perfect IV before fall travel, winter & cold/flu season.

**thefountaincb** Get ready for fall travel & winter weather with our Super Immune Booster IV!

Packed with high-dose vitamin C, zinc, B-complex, B12, and powerful antioxidants like glutathione, it's the perfect defense for travel, weather changes, and cold/flu season.

Strengthen your immune system, reduce inflammation, and boost energy with this wellness powerhouse.

\$45 off all month (a \$200 value!)

[#immunebooster](#) [#coldfluprevention](#) [#fallwellness](#)  
[#travelready](#) [#superimmunebooster](#)

October 10, 2024

Fountain: Often Duplicated, Never Imitated

**THE FOUNTAIN**

*Often imitated*



THE FOUNTAIN  
IV HYDRATION AND OXYGEN BAR

THE FOUNTAIN  
B12 SHOTS  
IV HYDRATION  
OXYGEN  
THEFOUNTAIN.COM

**NEVER DUPLICATED**

0:00 / 1:04



# HELPING FRIENDLY COLLECTIVE

Branding, Content Creation, Fundraising, Graphics & Community Connection



I worked closely with Allie when she founded the non profit, Helping Friendly Collective828.

HFC 828 was created overnight to raise money for housing for Hurricane Helene victims in Western NC, I helped Allie with branding, story telling, and fundraising to get people in tiny homes, trailers, or give them stoves to feed their families during a devastating regional crisis.

Since the hurricane, HFC828 has morphed multiple times to meet ever changing needs and communicating these updates effectively is my job.



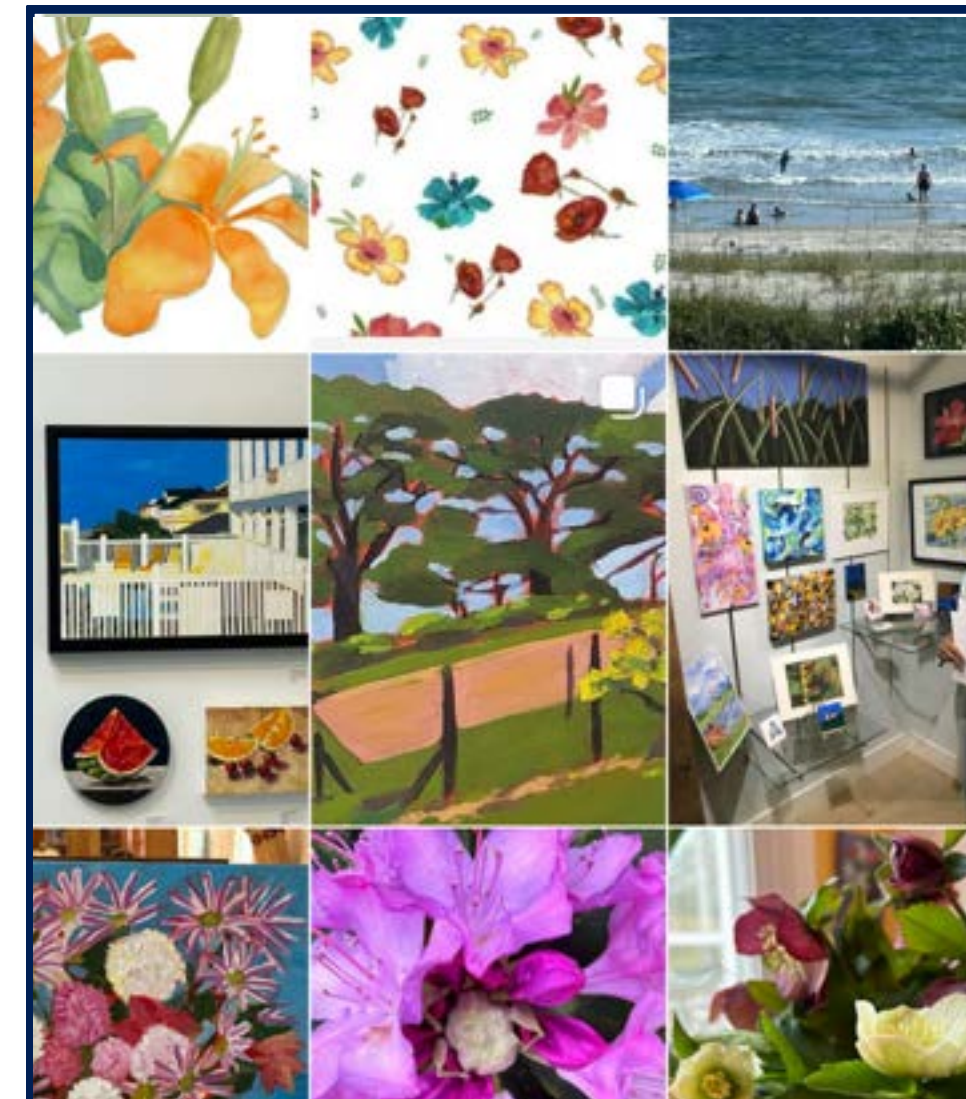
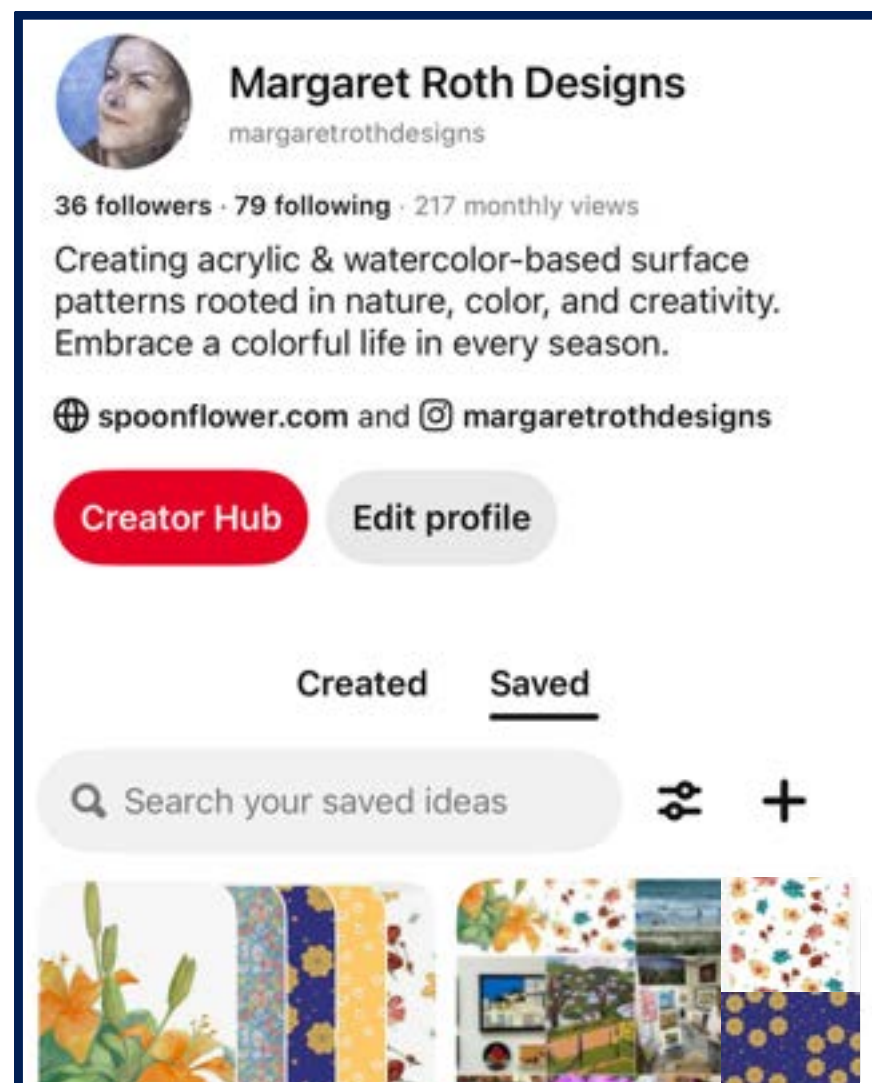
hfcollective828 Hi friends. Our mission is simple: The Helping Friendly Collective is dedicated to empowering and uplifting the communities of Western North Carolina in the aftermath of Hurricane Helen. We want to do this by helping provide housing/ structures to keep people safe & warm. Please share this post, follow us on Insta, FB and threads and even TikTok! Share with your friends and family- together we can make a difference in our community.

[#ashevillestrong](#) [#ashevillerecovery](#)  
[#westernnorthcarolinamountains](#)  
[#communityovereverything](#) [#giveback](#)



# MARGARET ROTH DESIGNS

For Margaret Roth Designs, I created a cohesive brand identity that reflects her nature-inspired, vintage-elegant aesthetic across digital platforms. I built and optimized four business social media accounts, crafting strategic bios and descriptions to increase visibility and engagement and connect her art to potential customers and licensing opportunities. Watching her online presence transform from personal to professional has been so rewarding.



# INDUSTRY HAIR STUDIO CB

Industry Hair Studio CB is a boutique hair and beauty salon in Crested Butte.

- Salon owner hired me to create a recruiting video for studio
- Video can be used for advertising with some small edits, if desired.
- Client provided some photos, others I sourced.
- My creative process was to gather these photos and produce a video reflective of the aesthetic of her salon, her brand messaging, as well as speak to the right type of stylist she seeks to hire.
- Video is timeless and client is very pleased.





# @CRESTEDBUTTECOLORS

This account is a fun one! The owner is social media savvy, has creative ideas, and is the face of her brand. My job is to capture her on video, stills, and tell her brand story to her ideal client.

To capture her content, I created a list of ideas (based on her ideal client) for reels, DIY Videos, questions and photos to film during content capture session. Below is a list, and two examples of how they implemented as content.

## FAQs:

- "Can I just walk in?" → Yes, open browsing available
- "What if I don't have a designer?" → Homeowners welcome
- "Do you work with builders/designers?" → Yes, strong trade partnerships
- How do I get in touch with you?
- Do you ever offer deals?
- Can you price match?
- What are your favorite products?
- What are your favorite services you offer?
- Should I make an appointment for anything? your products in CB?

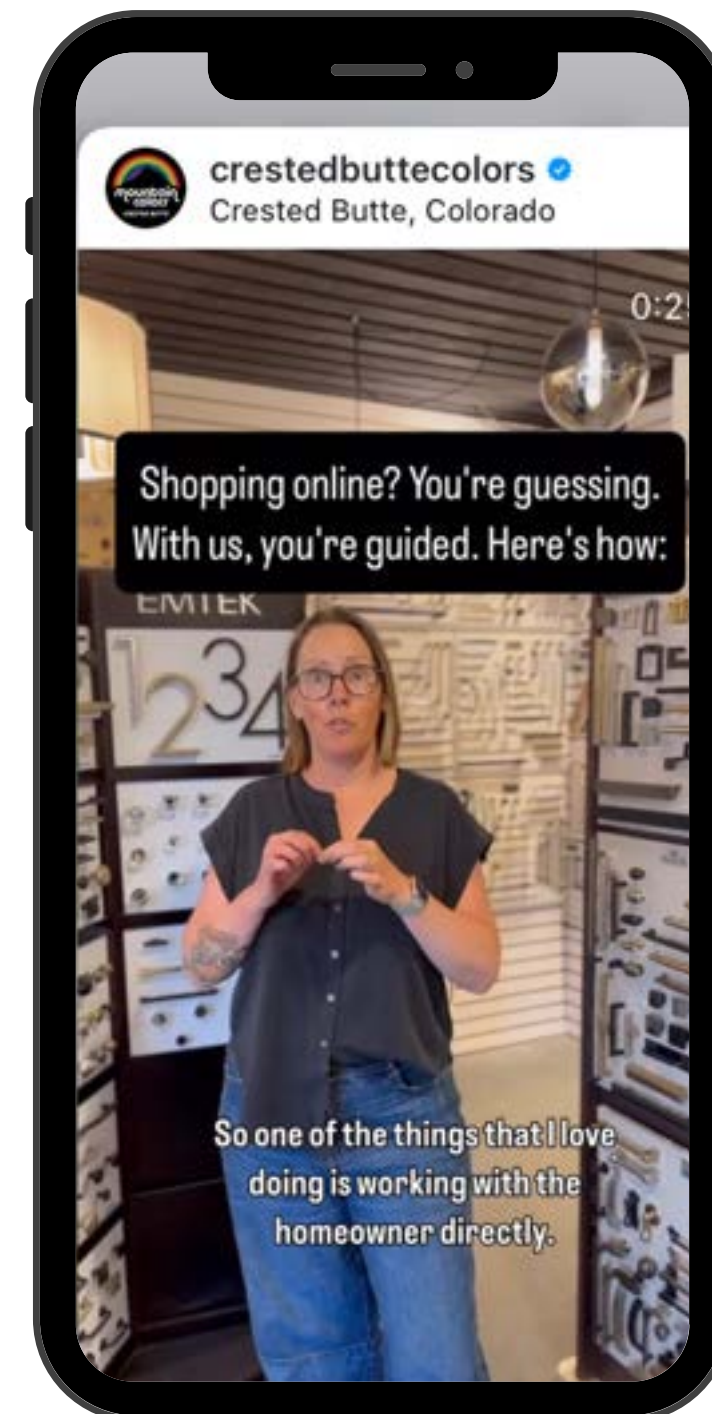
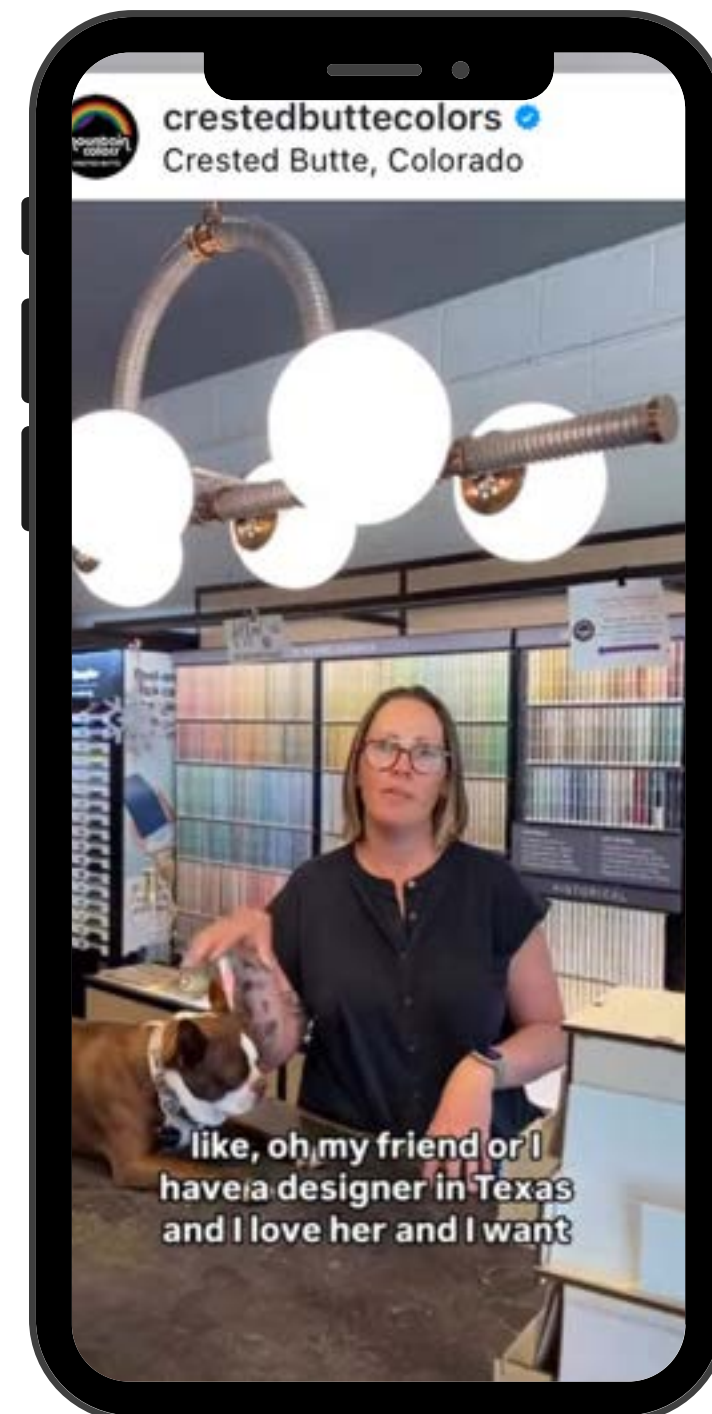
## Reminder:

Film vertical AND horizontal for 1-2 major clips to use for Reels, Facebook, and take stills for Reel Covers

## B-ROLL & ACTION FOOTAGE (1 hour)

### Paint Shop:

- Paint can opening and pouring (close-up shot)
- Color matching at the counter/ how files are saved
- team at work in paint shop
- Discussing favorite colors "right now" (close-up)
- "color consultation" mock interaction



## TALKING CLIPS FIRST (45 minutes)

### Talking Head Videos (15-30 sec each):

- Welcome Video: "Hi, I'm Kim! Welcome to Mountain Colors and CB Showroom."
- What We Do: Helping builders, designers, painters, and homeowners
- About Us: 19 years serving Crested Butte — trusted by locals
- Why Benjamin Moore Paint: Why they chose the brand
- How Stain Matching Works: Quick overview for custom service
- Showroom Walkthrough: What customers can browse (tile, flooring, wallpaper)
- Who we serve
  - Designers
  - Contractors
  - House flippers
  - People wanting to DIY
  - Anyone shopping on the internet
- Why Mountain Colors?
  - Costs/price matching
  - Get it right first time
  - Design help
  - Paint consultation
  - Ideas on what is new and fresh
  - Product receiving and storage
  - Samples BEFORE you commit



# MOUNTAIN COLORS PAINT & DESIGN SHOWROOM

From designing content for the ideal client, to photography, videos, and a brand specific content calendar I work social media presence for Mountain Colors, a paint, lighting, and design studio in Crested Butte.

I work closely with Kim to maintain a consistent, approachable brand voice and clarify messaging that speaks directly to her ideal clients.

Together, we define and refine the brand's personality, target audience, and visual storytelling.

I write captions in her unique voice, plan and shoot still and video content in-store, design her monthly social media strategy, and ensure a consistent posting schedule that has goals and gets results.

It's a creative partnership built on strategy, trust, and a shared love of getting it right the first time.

We're seeing a big jump in audience engagement, extended reach, and significant account growth...all while having fun and stretching our creative side together.



**BRAND SPECIFIC PHOTOS**



**LOGO & MESSAGING INCORPORATED**





# ANALYTICS & KPI'S



- Ok, great. You're on the insight page ...it seems to look good, but what does it actually mean?
- How do you convert non-followers?
- Should you post still photos?
- What are you supposed to do in stories?
- Are your reels reaching the right people?
- All these questions are normal- and I can help give you insight into what these numbers mean for your business and if you are hitting your target audience.

# PERSONALIZED ANALYTICS & KPI'S

Tracking of more than vanity metrics means you know what is working on your social media.

## 30 Day Insights:

Instagram		Facebook		Linked In	
Accounts Reached Impressions Followers Non-Followers Profile Visits	795 (+11.3%) 2051 (-1.9%) 10.5% 89.5% (+12.9%) 42	Post Reach	263 (-62%)	Impressions	1935 (+33.5%)
Engagement Content Interactions	29 82 (-23.4%)	Engagements	45 (-91%)	Engagements	62 (+41%)
Followers Follows	284(+1%) 4 New	Followers	374	Followers	683 (+0.8%)
Highest Post Reach	293 (8/20)	Highest Post Reach	100 (Podcasts)		
Most Saved Content	X				
Most Story Views	29				

- When you work with me, we set goals for your social media based on what you want to achieve online
- Then, I share which metrics are important to watch
- biweekly, you will receive a analytics report which shares account insights based on your stated goals
- We make adjustments based on what the datat tells us is your best content.
- It’s not always like and comments that convert!
- Having a strategy is crucial to understanding what is working online and what can be adjusted



# CLIENT TESTIMONIALS

”

Thanks Corrie, and thanks for everything you do to make me look good I appreciate you

E.S.N.

“

"OMG!!!! It's FanFingTastic!!! I am SO thrilled.....this is what I'm talking about. Thanks so much for all your hard work on this! GO Titans"

Crested Butte Titans Booster Club



”

“

"Thank you Corrie. The posts have looked great!"

"Thanks to all your help we have raised over \$40,000 in the end of year giving campaign! "

CB State of Mind



”

“

"Thank you!!! Talked to my partner a little bit ago and she said what a good job you were doing on our social media and we both appreciate you so much"

Allie S.



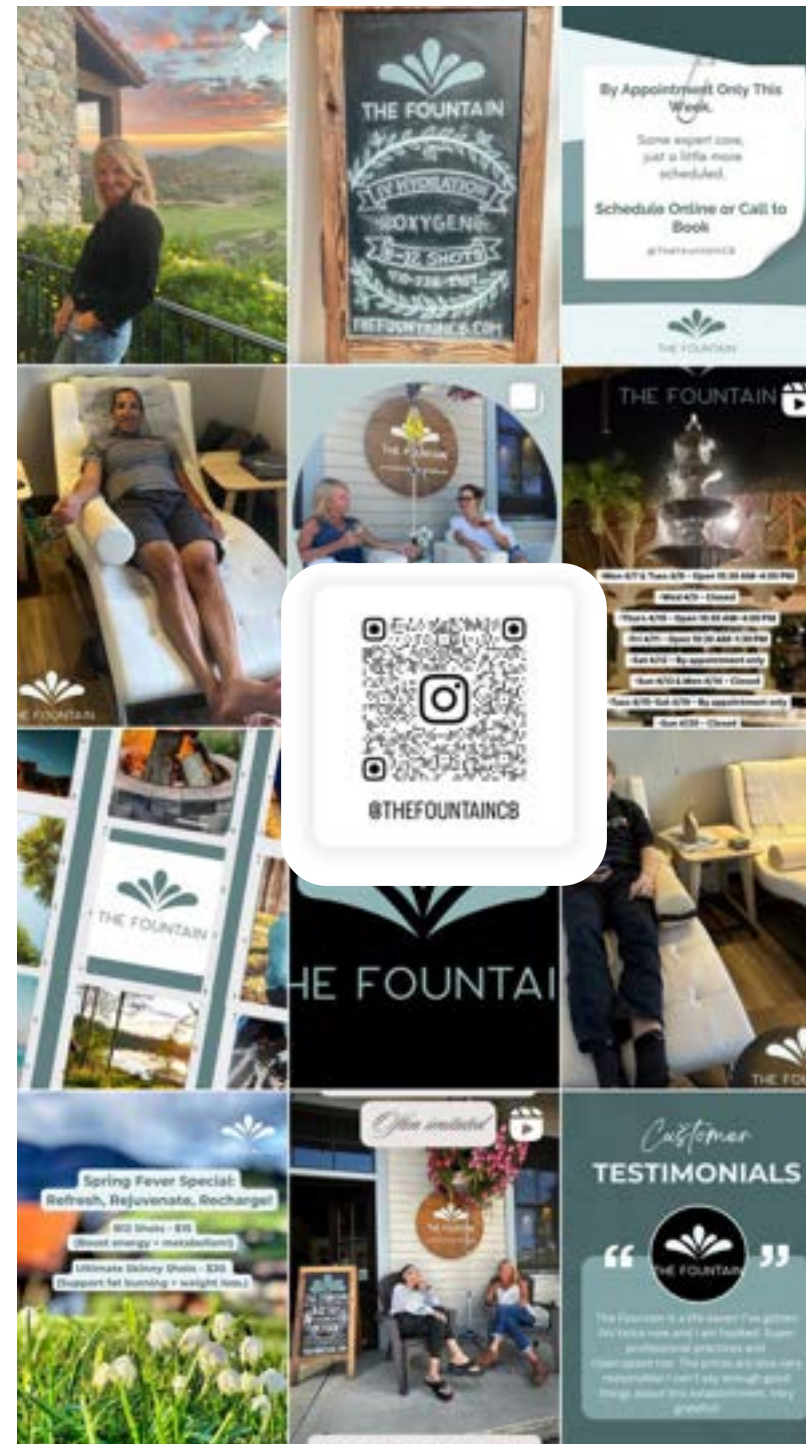
”



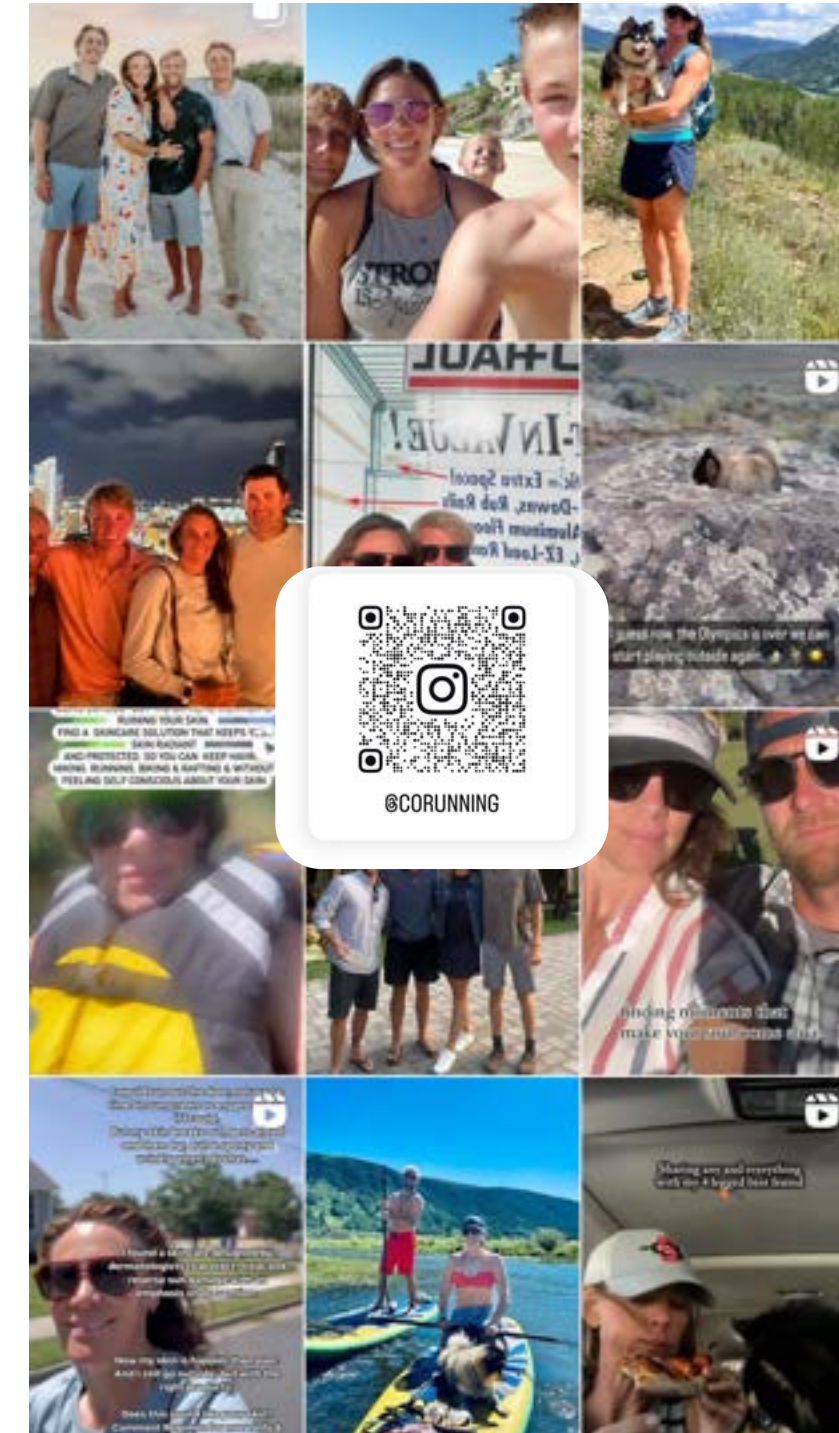
# CONTENT EXAMPLES



**@cb\_state\_of\_mind**



**@thefountaincb**



**@corunning**



# STRATEGY & PLANNING

Attached is an example of a previous month of strategy for a client. I write out her content, write, design, and strategize content for her community. I also create graphics.



Missy- September 2024

Social Media Outline

2	Introducing the theme of the month: Spice it Up. A spin on pumpkin spice and fall and spicing up your wellness routine and life. Maybe it's taking on the Topanga business opportunity, trying a new workout, trying some new self care, or changing up your products and going for cleaner versions (like Topanga).
3	What's one thing you can do today to prioritize YOU? Give tips & examples.
4	No Post
5	Favorite way to stay active over 50
6	3 fall recipes
7	No Post
8	No Post
PERSONAL DEVELOPMENT RECOMMENDATIONS	
Topanga Business opportunity & share story about	
grams of	
ent: "Do I have	

September 16

Spice Up Your Products

- **Message:** Spice Up Your Product Line-Up
  - Encourage swapping out old products for cleaner, more effective ones.
  - Discuss the benefits of Topanga products.
- **Community Update:**
  - Announce a deep dive into the benefits of clean beauty.
  - Share personal stories of community members who switched to Topanga products.
  - Mention an easy product swap.
- **Product Highlight:**
  - Highlight a product for the fall season. **ANY IDEAS?**
  - **Yes! New Room Spray - Beverly Hills**
  - Encourage trying something new.
  - Include a link for more information.

# EDUCATION

**2008**

**BA English and Spanish**



**WESTERN**  
COLORADO UNIVERSITY

**2013**

**MA Clinical Psychology**



UNIVERSITY  
*of the* ROCKIES

**2023-2025**

**MS Sport and Performance Psychology**



UNIVERSITY *of*  
**Western States**



LET'S WORK  
TOGETHER

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