

SIMPLIFYING

family

real motherhood. real life.

ABOUT ME



Whitney Cornelison knows how to find calm in the midst of a hectic life. As a mother of four children, she helps other moms cultivate beauty and simplicity in their lives.

Whitney draws upon her master's degree in counseling to share helpful and supportive parenting tips about travel, homemaking and crafting for moms with young children. A leading parenting blogger and online influencer, her practical advice and expertise has been sought by First Lady Michelle Obama, Fox31, and ABC Denver 7.

STATS

6.4M

WEBSITE HITS

Data recorded since the beginning of my blog in 2013.

118.9K

TOTAL REACH

11.2K

INSTAGRAM

16.2K

FACEBOOK

7.3K

TWITTER

34.3K

PINTEREST

25.4%

EMAIL OPEN RATE

DEMOGRAPHICS

SNAPSHOT

Female 94.4%
Male 5.6%

PARENTAL STATUS

Parents 74.7%
No Children 25.3%

MARITAL STATUS

Married 96.9%
Single 3.1%

AGE

25 to 29 9.2%
30 to 34 33.7%
35 to 44 42.7%
45 to 54 7.3%

LOCATION BY STATE

California 10.2%
Texas 8.9%
Florida 7.1%
New York State 5.9%

INTERESTS

Clothing 23.4%
Furniture 23.2%
Cooking 22.8%
Toys 22.6%
Amusement/Theme Parks 17.4%
Arts & Crafts 17.2%
Art/Culture 14.4%
Coffee 13.9%
Family Life 13.7%

STATS BY FOHR

WHY HIRE US

Whitney has a way of authentically depicting mom life in the most real way possible but with a positive spin. She thrives on helping moms in the trenches find solutions and products to help them find time for what matters most to them.

Sponsored campaign packages include:

- Blog Post, Facebook, Twitter, Pinterest Pin, and Instagram Feed Picture
- Add-ons include Instagram Stories, Facebook Live, unboxing videos, recipe videos.
- In-depth look at the campaign focus, weaving in personal anecdotes and experience for authenticity.
- Custom lifestyle shoot and social-optimized images.

Maty's Healthy Products

Click title to see an example of a three post series and Facebook Live event.

[A Mom's Guide to Building Your Own Natural Medicine Cabinet](#)

[7 Must Haves When It's Time to Bring Home Baby](#)

[How to Survive Cold and Flu Season with Whole Foods](#)

[FB LIVE Event](#)

Bush's Best Beans

Click title to see two separate campaigns with Bush's Best Beans.

[Mediterranean Black Bean and Garbanzo Bean Salad](#)

[Colorado Hatch Green Chili with Pinto Beans Recipe](#)

[Recipe Video](#)

Disney

Click title to see examples of work we've done with Disney Junior and Disney Parks.

[Make Memories with Mickey and the Roadster Racers This Summer](#)

[What You Should Know Before Attending H2O Glow Nights](#)

[Should I Take My Preschooler to Walt Disney World®? What You Need to Know](#)

Our family offers a unique perspective as a family of six with a dog, living in an apartment in Orlando, Florida who is not afraid of adventure.

We love to travel and visit new places with our children. We want to show our children that there is so much more to the world around them than what they can see.

Feel free to email me at whitney@simplifyingfamily.com with your partnership ideas, and we will work together to come up with a custom engagement campaign that gets your brand's message out to an engaged audience. I look forward to working with you!