



SIMPLIFYING

family

simplifyingfamily.com

Whitney Cornelison

COMPANY FOUNDER

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, one moment at a time, through her popular blog SimplifyingFamily.com.

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.



Why hire us?

real motherhood. real life.

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.

campaign examples

Over the years, Whitney has partnered with brands such as Maty's Healthy Products, Walt Disney World, Crayola, Bush's Beans, Neutrogena, and many others.

Maty's Healthy Products

Here is an example of a three post series and Facebook Live event.

A Mom's Guide to Building Your Own Natural Medicine Cabinet -

<https://simplifyingfamily.com/natural-medicine-cabinet/>

7 Must Haves When It's Time to Bring Home Baby - <https://simplifyingfamily.com/bring-home-baby/>

How to Survive Cold and Flu Season with Whole Foods -

<https://simplifyingfamily.com/survive-cold-and-flu-season/>

FB LIVE Event -

<https://www.facebook.com/simplifyingfamily/videos/1997257576981708/>

Bush's Best Beans

These were two separate campaigns with Bush's Best Beans.

Mediterranean Black Bean and Garbanzo Bean Salad -

<https://simplifyingfamily.com/mediterranean-black-bean-garbanzo-bean-salad/>

Colorado Hatch Green Chili with Pinto Beans Recipe - <https://simplifyingfamily.com/pork-green-chili/>

Recipe Video - <https://youtu.be/VK6DNOpltcM>

Disney

Here are examples of work we've done with Disney Junior and Disney Parks.

Make Memories with Mickey and the Roadster Racers This Summer -

<https://simplifyingfamily.com/making-memories-with-mickey-and-the-roadster-racers/>

What You Should Know Before Attending H2O Glow Nights -

<https://simplifyingfamily.com/h2o-glow-nights/>

Should I Take My Preschooler to Walt Disney World®? What You Need to Know -

<https://simplifyingfamily.com/preschoolers-walt-disney-world/>

Let's Work Together

Coming together is a beginning. Keeping together is progress. Working together is success.
-Henry Ford

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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!

Simplifying Family Stats:

50k

UNIQUE USERS

56k

PAGE VIEWS

Social Influence:

16.2k

FACEBOOK

11.2k

INSTAGRAM

7.3k

TWITTER

34.3k

PINTEREST

25.4%

EMAIL OPEN RATE



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WHITNEY CORNELISON

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