



@_kayleehobbs
@CultivateWhatMatters

Kaylee Hobbs is the Chief Operating Officer at Cultivate What Matters, a multi-million dollar media and e-commerce company. Working hand in hand with a small but mighty team, she has propelled Cultivate to become the premier place for women who want to set and achieve their goals differently using the best-selling PowerSheets Goal Planner. In her role, Kaylee manages Cultivate's e-commerce platform, leads product development, and executes the long-term vision of the business. She lives in North Carolina, and is a *self-proclaimed* dance floor aficionado and mac-and-cheese connoisseur.



@nashvilletash

Natasha Stoneking is a life and style content creator and author of Hello Happiness.

Living by the motto to “make the world a little happier, one post at a time”, she has had the opportunity to work with a number of brands throughout her 11-year tenure as a social media influencer, including Disney, Southern Living, Pantene, Lily Pulitzer, eBay, Shopbop and a host of others.

With a background in corporate media marketing and advertising, she offers creative insight into the world of social media and continues to develop content daily with strategic partnerships and creative collaborations to share with her audience that totals more than 100,000.

A Nashville native, she has a fondness for all things southern, colorful and bright. She loves to spend her free time traveling, entertaining friends and family, working out and being outside as much as possible! She resides in Brentwood with her husband Jeff, and two daughters, Caroline [7] and Carson [6].



@prettyinthepines

Shelby Vanhoy created the lifestyle blog Pretty In the Pines as a hobby back in 2014 while she was pursuing a career in dentistry. Little did she know that she would learn more about herself and her creative strengths through this endeavor and after 4 years of working in the medical industry while working on the blog, was able to leave her full-time job in 2018 to run Pretty in the Pines. PITP now has a small team helping to create content that inspires others through home projects and life & style in NC. Shelby has worked with brands including Home Depot, At Home, Aerie, LOFT, Perfect Bar, Zappos, Cole Haan, and more.



@certifiedcelebrator

Brittany Young is the founder of Certified Celebrator; a lifestyle and party brand. She left her full time job in 2015 to share easy entertaining tips, halfway homemade recipes, sweet and simple gifts, and intentional celebrating inspiration.

Brittany has always loved the art of creating a joyfully celebrated home. She attended Western Kentucky University earning her bachelors in Family and Consumer Science and Family Studies + masters in Leadership Dynamics. Her expertise has been featured on Southern Living, The Rachael Ray Show, Hallmark Home and Family, Country Living, and Pickler and Ben.

She is the soon to be author of a party inspiration book coming out in winter of 2020. She's the creator of a monthly digital magazine and a cheerleader of women finding tiny reasons to create

memories and celebrate in her exclusive membership called Celebrate with Sprinkles.

When Brittany is not creating content for her readers and the Certified Celebrator members she is creating content for brands such as Hobby Lobby, Jackson Morgan Southern Creme, Russell Stover, Tasty Kake, Coton Colors, and more to connect consumers with their projects in a celebrating setting.

Brittany's heart is to inspire and encourage women to build deeper connections with the people in their life by intentionally celebrating. She travels monthly speaking to groups of women offering them an entertaining message on the joy of being a modern day hostess.



@sociallyin

I currently run one of the top social media agencies, Sociallyin. We help medium-sized and large brands tell compelling stories and sell through social media. We have worked with leading brands including Dick's Sporting Goods, Toyota, A3C Conference and Festival, Chick-fil-A, Dairy Queen, Mississippi State University and many more.

Sociallyin services a wide range of clients in a variety of industries. Their mission is to create lasting connections by engaging people at a personal level online.

They embody innovation and employ the top creative

talent to keep your organization in front of the competition through social media strategies, custom content, influencer marketing, ROI modeling, and social media advertising management.

We help brands produce original social content, do community management, management of social paid advertising budgets, ROI modeling and data analysis, and develop social media strategies.



@carriegraceshop

Carrie Grace is a former teacher turned motivational speaker. She is on a mission to create more compassionate work and school cultures. She currently travels the country to inspire and encourage others to live their best life and spread more kindness. She helps people take risks to go from where they are to the life they want. She has been featured on major press such as Huffington Post, USA Today, His Radio and many more.



@southernbrideandgroom

Jenna Parks is the Co-publisher and Editorial Director of Southern Bride & Groom magazine, the go-to wedding guide for the Triangle Area of NC. She runs this wedding planning guide with her mother, Donna Parks, who founded SB&G over three decades ago. Together, Jenna and Donna strive to create inspiration, foster community, and above all, serve local engaged couples. In addition to the annual magazine, Jenna has led SB&G into the digital era, creating a popular NC wedding blog, and developing a wide-reaching social media platform.

Jenna was born and raised in Durham. She graduated from UNC-Chapel Hill with degrees in Journalism - Public Relations, and Psychology. After college, she worked in New York City for several years, in Development and Events for non-profit arts organizations. In 2010, she moved back to NC to be her mother's partner at SB&G.

She has served on the Board of Directors of Triangle NACE (National Association of Catering & Events), and is a member of ILEA Greater Triangle (International Live Events Association). She lives in Bull City with her daughter, Cecelia.



@marvelousmrsd

Heidi Dawson is the Director of Sales and Marketing at The Carolina Inn. Her 20+ years as a professional in the hospitality community has offered her a wide range of job titles to include everything from Pastry Chef to Tour Caterer for The Rolling Stones to Travel Professional to Event Director. These days Heidi has harnessed her skill set as a creative marketing strategist with a keen comprehension of the impact of social media to the business bottom line. She provides distinctive tactics in order to help people find an organic platform within the online digital domain and to make money doing it. A New York native, in her free time Heidi (aka MarvelousMrsD) loves to share her travel adventures (over 27 countries and counting), foodie finds (lots of countries equals lots of fun discoveries), and her love of hockey (Go Canes...Go Sabres) with her social media family. She says that she still uses those skills as a pastry chef to create treats for her hubby and is always looking for

the perfect spot to open up a little bake shop of her own. She says that if she has one motto in life it is "An attitude of whatever it takes is impossible to stop"!



@outaboutnc

Leigh, born and raised in North Carolina, is a former TV journalist and marketing executive who established her website, The HinesSightBlog in 2011 after having her last child at the age of 40. Even though she started her blog with the play on words (Hind-Sight) in order to keep a professional online portfolio as a new stay-at-home Mom, her website gave her a new digital career. Now at 50, Leigh juggles family and career with a focus of travel, food, hotels, beauty and southern life on her website. In 2015, she developed the popular [#OutaboutNC](#) community on Instagram to focus on North Carolina. Leigh is active in the Raleigh community and has recently become an advocate for pet adoption. Andy, a charming senior toy poodle, joined her family two years ago making Leigh a first-time dog owner.



@louellareese

Hello! My name is Laura Leigh, and I am a life & style blogger based in Charlotte, NC. Louella Reese the blog began as a creative outlet (how original, right?) just over five years ago. Two years into Louella Reese I started to view the blog as a business, rather than a hobby. Since then this little corner of the internet has grown into my true passion and launched my dream career. Louella Reese is a source of inspiration that covers everything from fashion and beauty to travel and home. As of February 2017, running Louella Reese LLC has been my full time position. Aside from blogging, I love to spend time traveling with my husband, enjoy a fabulous glass of prosecco, workout, and of course, shop!



@mcleanevents

Erin McLean is the owner of McLean Events, a wedding production + planning company in North Carolina and beyond. She founded the company in 2008 and since then Erin and her team work to push the edge of design in the South.

Originally, from Bethlehem, Pennsylvania Erin made her way to North Carolina after working in PR and Events on Capital Hill. She is an identical twin who once dreamed of being on Saturday Night Live or becoming defense attorney. She found her balance of improv and negotiation in her wedding planning and design career.

Erin is known for her innovative and fresh ideas, her devotion to detail and her sophisticated décor accents. Erin's charismatic, fun personality and cool, calm, demeanor set her clients at ease as she helps them create the wedding of their dreams or the event of a lifetime.

She lives in Cary, North Carolina with her husband Tom of 13 years, her 3 and 4-year-old daughters Juliet and McKenna, and dog Scarlett O'Hara.



@greenhousepickersisters

Holly and Amanda are the founders of The Greenhouse Picker Sisters, leaders in event design and styling, social media experts and frequent speakers on Entrepreneurship. They run a successful specialty rental and styling company in Raleigh, NC. They have used Instagram to promote their business effectively and love to share their strategy with others.



@allthehealthythings

Ashlea Adams is the recipe developer and content creator behind the successful food blog, All the Healthy Things (ATHT). In 2016, while working full time as a lawyer in regulatory affairs, she decided to start All the Healthy Things as a creative side hustle to share her passion for cooking healthy nourishing meals. Today, running ATHT is Ashlea's full-time job, and she's able to partner with brands she loves to share simple healthy recipes and valuable resources with her online community. Ashlea believes that healthy food should never be tasteless or complicated, and that having fun in the kitchen is a must. She'll inspire you with her joyful perspective and give you practical ways to incorporate more real food in your everyday life. Ashlea lives in Cary, NC with her husband (she's a blissful newlywed) and her tennis ball obsessed goldendoodle, Riley.



@3keyscreative

Laura is an entrepreneur and has been building businesses for over 16 years. After achieving her undergraduate degree from Elon University, Laura ventured out and opened her first business while completing an MBA program. Laura founded Three Keys Creative in 2015 with the goal of helping other entrepreneurs tell their stories. Enabling entrepreneurs to do what they love while working with them to develop strategies for growing their business and bottom line is one of her absolute

favorite things to do! In 2017 Laura opened Wandering Lark, a Candle Studio. Wandering Lark products can be found in specialty boutiques, florists, and spas in over 20 states.