

MAC MOTIVATED LLC

JUL 2026
KORIE MATHIS

BRAND BUILD

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TABLE OF CONTENTS

INTRODUCTION

ABOUT ME

EDUCATION

WORK EXPERIENCE

SKILLS + SERVICES

PROJECT PORTFOLIO

BRAND I'VE WORKED WITH

MEDIA WITH MAC

CONTACT

THANK YOU

Hi, I'm Korie Mathis, the founder and owner of Mac Motivated LLC, a multi-service brand built on motivation, growth, and real-world results. Through Mac Motivated, I work with individuals, businesses, and brands to help them strengthen their physical performance, expand their digital presence, and build meaningful communities online.

Mac Motivated LLC was created from my personal journey of learning how powerful discipline, creativity, and community can be when applied to both life and business. Today, the brand brings together several areas of expertise, including fitness coaching and custom program design, digital content creation and brand strategy, and dog training through Mac Mutt's Training.

Each service is built around the same mission:

Helping people and brands grow with purpose and consistency.

Through my social platforms and professional services, I collaborate with brands and entrepreneurs to create authentic content, strategic marketing campaigns, and engaging digital experiences that resonate with modern audiences.

Whether it's through fitness transformation, brand storytelling, or community-driven content, Mac Motivated LLC is dedicated to empowering individuals and businesses to reach their full potential.

INTRODUCTION

KORIE MATHIS

Korie Mathis (Coach Mac) is a fitness entrepreneur, digital marketing strategist, and former NCAA women's basketball player with a degree in both Business Sports Management & Marketing and Biology. With over 6 years of experience as a certified trainer, Mac has coached 500+ clients in personal training, body composition, and sports conditioning.

As founder of Mac Motivated LLC, Mac merges fitness coaching with innovative social media marketing, helping individuals transform their health while guiding brands to grow engagement, visibility, and revenue. Beyond fitness, Mac has 5+ years of experience as a marketing coach and consultant, specializing in influencer partnerships, content strategy, and brand growth.

Mac's mission is to make health, wellness, and business development more accessible—especially within the LGBTQ+ community—empowering people to build stronger bodies, brands, and futures.



EMMANUEL COLLEGE

Korie Mathis studied Sports Marketing & Management and Biology at Emmanuel College, developing a strong foundation in marketing strategy, human performance, and analytical problem-solving. This interdisciplinary background supports the work done through Mac Motivated LLC, approaching projects with both creative marketing insight and a scientific understanding of performance, health, and behavior.

ROCKSTAR MARKETING

I completed specialized digital marketing coursework through Rockstar Marketing Agency, led by marketing strategist Renae Lacad. I developed practical skills in brand positioning, audience targeting, content strategy, and social media growth frameworks. These principles now directly support the work done through Mac Motivated LLC, applying strategic marketing techniques to grow digital communities, create engaging content, and help entrepreneurs, and businesses strengthen their presence and brand impact.

PROJECT MANAGEMENT CERT.

I also completed professional training in project management through Coursera, gaining practical skills in project planning, workflow organization, team coordination, and strategic execution. Supporting the operations of Mac Motivated LLC, this helps manage client projects, marketing campaigns, and program development with measurable results.



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LLC

EXPERIENCE

PERSONAL TRAINER (SINCE 2020)

Korie Mathis has gained extensive experience as a personal trainer with several established fitness organizations:

Planet Fitness, Crunch Fitness, Anytime Fitness, Body Fit Training, and Physique Refinements.

Throughout these roles, Korie has worked with a diverse range of clients, delivering personalized coaching through one-on-one training, group fitness sessions, and strength and conditioning programs.

PROJECT MANAGEMENT (SINCE 2022)

Korie Mathis has successfully led social media and content management projects for multiple brands, including Mikolo, Native, Legion, and Equi. Through these experiences, Korie has honed skills in content strategy, scheduling, audience engagement, brand alignment, and project coordination.

ADMINISTRATIVE ACCOUNTANT (SINCE 2024)

Korie Mathis has developed extensive experience in administrative operations and analytics, managing workflows, budgets, and financial reporting with precision. In roles as an admin and analytics accountant, Korie developed skills in data organization, financial analysis, and project tracking, ensuring that business operations run efficiently and effectively.

PERSONAL TRAINING COACH

NUTRITION COACH

MEDIA GROWTH COACH

BRAND DEVELOPMENT

MEDIA MANAGEMENT

DOG TRAINING + BEHAVIOR

SKILLS + SERVICES



PROJECT PORTFOLIO



BRANDS I'VE WORKED WITH:

CLOTHING/APPAREL BRANDS:

- + WIZE CO.
- + HUNGRY THA BRAND
- + WOXER
- + TLF-APPAREL
- + ONE18 FITNESS APPAREL
- + FANSIDEA CO.
- + HUMANKIND CLOTHING
- + TOMBOYFITS



SUPPLEMENTS/NUTRITION BRANDS:

- + CELCIUS
- + NATIVE
- + HUROM
- + EPN NUTRITION
- + LEGION SUPPLEMENTS
- + BEARVANA
- + SMILE ILUME
- + EQUII



FITNESS/EQUIPMENT BRANDS:

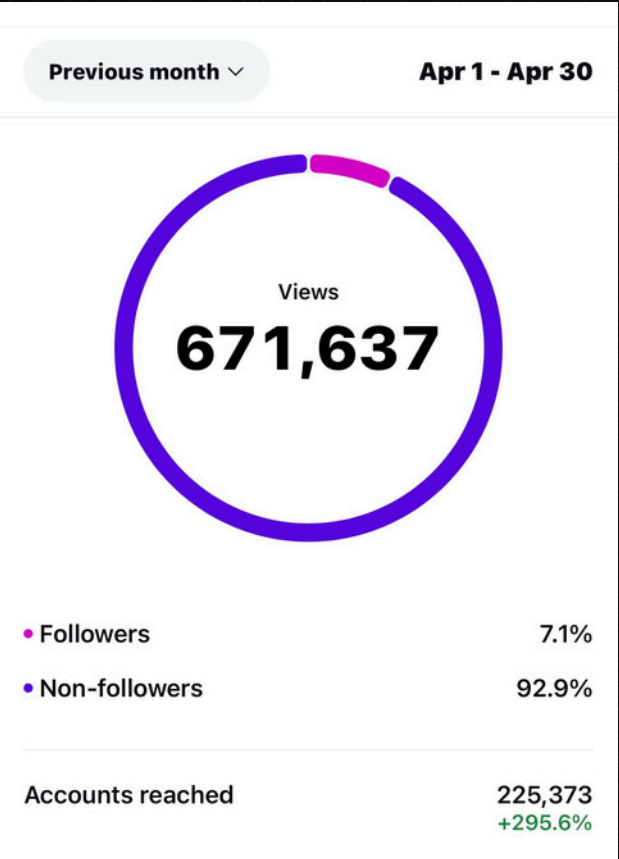
- + MIKOLO FITNESS
- + GMWD FITNESS
- + RES-LIFE FITNESS BRAND
- + THE "MONKEY-FEET" CO.
- + DHABII EQUIPMENT CO.
- + ANYTIME FITNESS
- + BODYFIT TRAINING



SOFTWARES I'VE WORKED WITH:

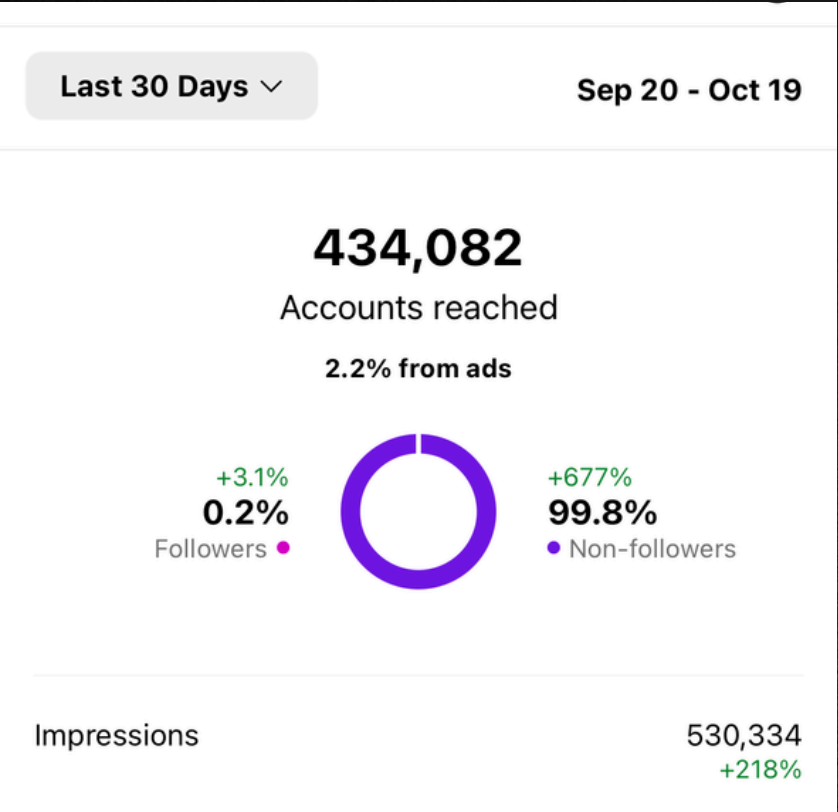
WEBSITES/COACHING SOFTWARES:

- + GO DADDY
- + LOVABLE.DEV
- + SHOPIFY
- + WIX
- + SYSTEMS2
- + FITBUDD
- + EVERFIT



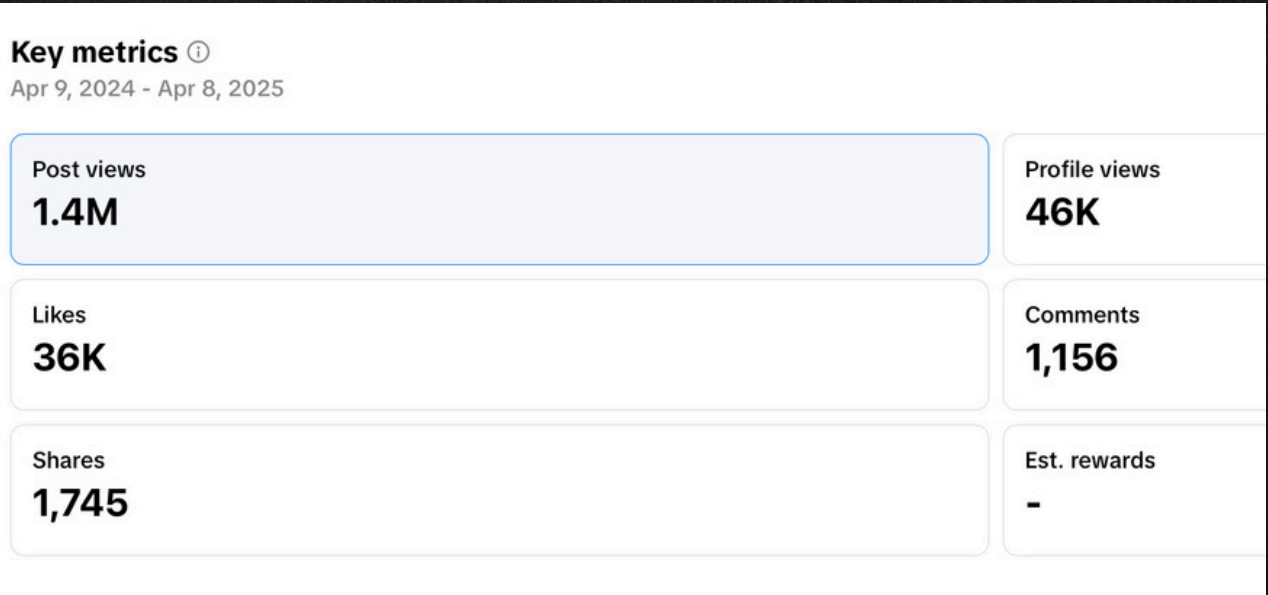
CLICK FUNNEL BRANDS:

- + LINKTREE
- + BEACONS.AI
- + LINK.ME
- + THE LEAP
- + STAN.STORE



PAYMENT SOFTWARES/INTERGRATIONS:

- + LINKPAY
- + STRIPE
- + CHIME
- + ALL GOOGLE SUITE INTERGRATIONS
- + META BUSINESS SUITES
- + MAILCHIMP



CONTACT ME

Website

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Social Media

Instagram: [@koriemathis](https://www.instagram.com/koriemathis)

Tiktok: [@macmotivated](https://www.tiktok.com/@macmotivated)



THANK YOU.

Mac Motivated Since 2020

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