

MAC MOTIVATED LLC

JUL 2026
KORIE MATHIS

BRAND BUILD

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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.



MAC
MOTIVATED
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 OPERATIONS (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



legion

CLICK FUNNEL BRANDS:

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



Hurom®

PAYMENT SOFTWARES/INTERGRATIONS:

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



MEDIA WITH MAC:

Mac Motivated | Fi...
she/her

Thoughts?



@mac.motivated

155
Following

108.7K
Followers

1.8M
Likes

Edit profile

Share profile

Wellness + Fitness + Gayness
MAIN IG HACKED-FOLLOW THE BACK UP
<https://hoo.be/mac.motivat...> and 2 more

TikTok Studio

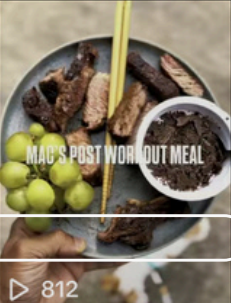
Your orders

Showcase

FULL DAY OF EATING

PUP TIPS


812


1,613



12:40

mac.motivated



Korie Mathis her

1,143
posts

26K
followers

346
following

Fitness Trainer
Let's Make Your Move. #MacMode
Inclusive Community + Fitness
1:1 Coaching Below
hoo.be/mac.motivated

mac.motivated STAY... 1 more

Followed by korie.mathis, scout.motivated and 5 others

Following

Message

Subscribe

MEALS

COLLABS

PHYSIQUE

COMMUNITY


MEALS


COLLABS


PHYSIQUE


COMMUNI...

8:32

Reels



mac.motivated Megan Thee

Masc Date Night Fit Inspo ...

Liked by scout.motivated and 2,080 others

2,081

57

69

8:37

Find related content Search



My Favorite Exercises For: Back & Biceps

Mac Motivated · 2021-5-5

Part 33 | Back and Biceps Day! Go get it #fyp #MakeM... more

Bambooleo x Narcos Re

18.6K

44

3,045

932

8:37

Find related content Search



No equipment upper body exercises

Mac Motivated · 2021-10-11

Part 6 | Reply to husslababe #fyp #foryou #GymTok ... more

12.9K

57

2,030

592

8:37

Find related content Search



Try these to build up to your push-up:

Mac Motivated · 2021-6-21

Part 24 | Reply to brannu07 workouts that helped me... more

14.8K

70

3,494

592

8:35

MAC.MOTIVATED Posts



1,559 31 37

Liked by korie.mathis and others

mac.motivated Having the dawgs out for free is crazy ... more

8:38

Pull Up Bar Search



Got a pull up bar?

Mac Motivated · 2021-7-17

Part 20 | At home bar workout! #fypシ #fitnesscoach ... more

9,898

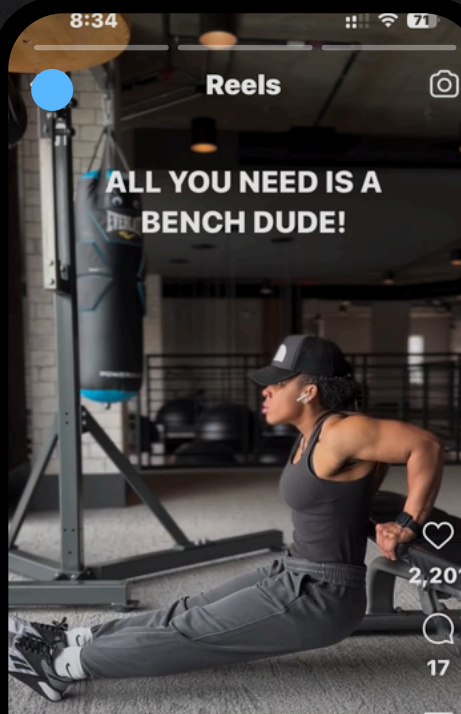
68

2,336

254

8:34

Reels



ALL YOU NEED IS A BENCH DUDE!

mac.motivated obo_films · Orig

BENCH ONLY UPPER BODY ...

Liked by korie.mathis and 2,200 others

2,201

17

210

8:33

Reels



GRWM: MAC x WIZE

mac.motivated and wize.co

Jon Toliver · NO IDEA #j

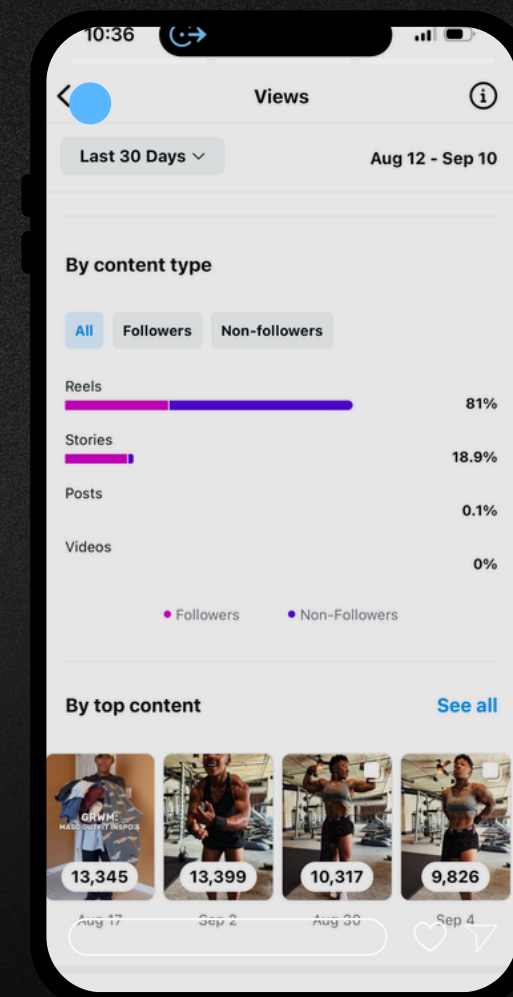
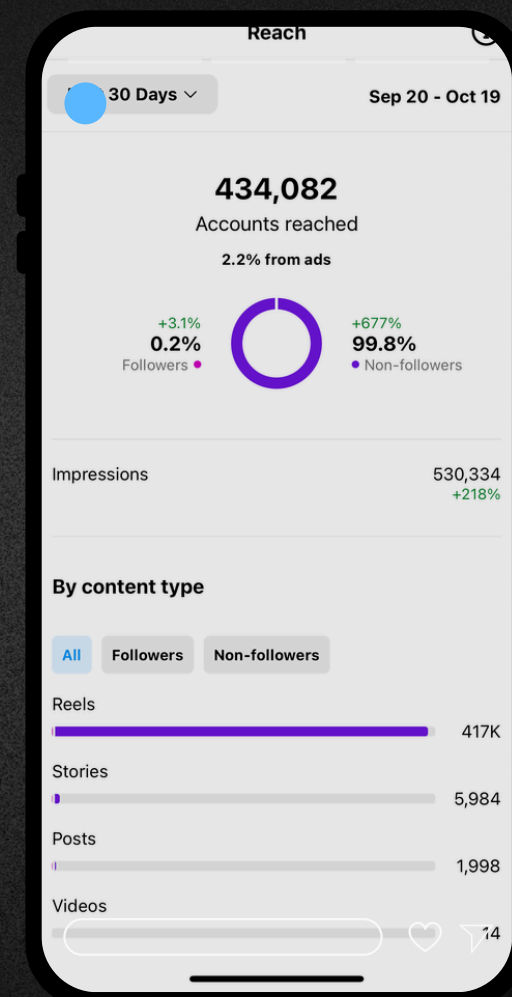
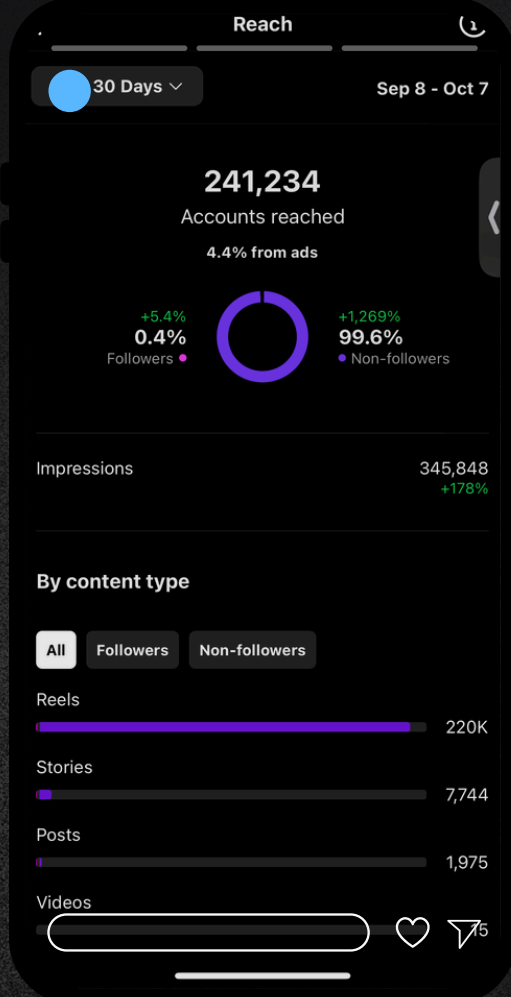
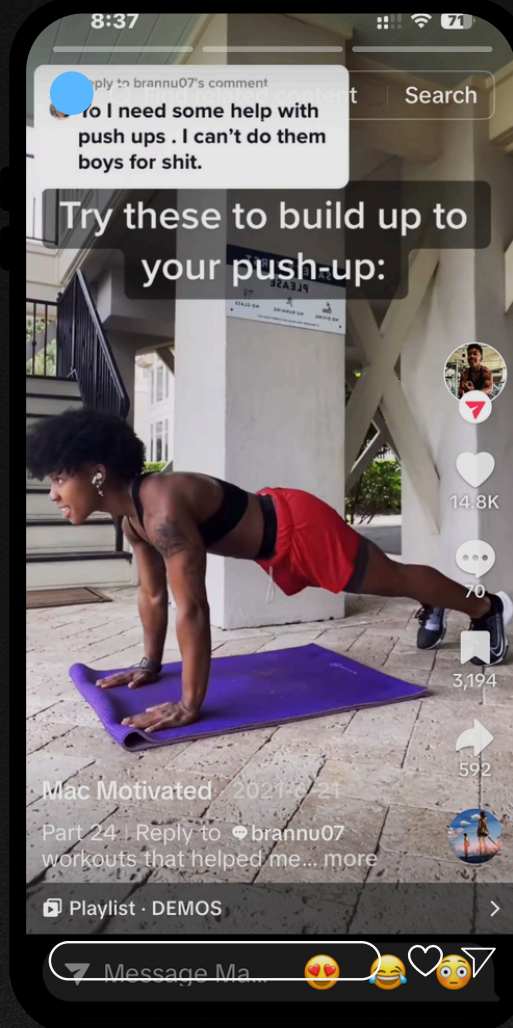
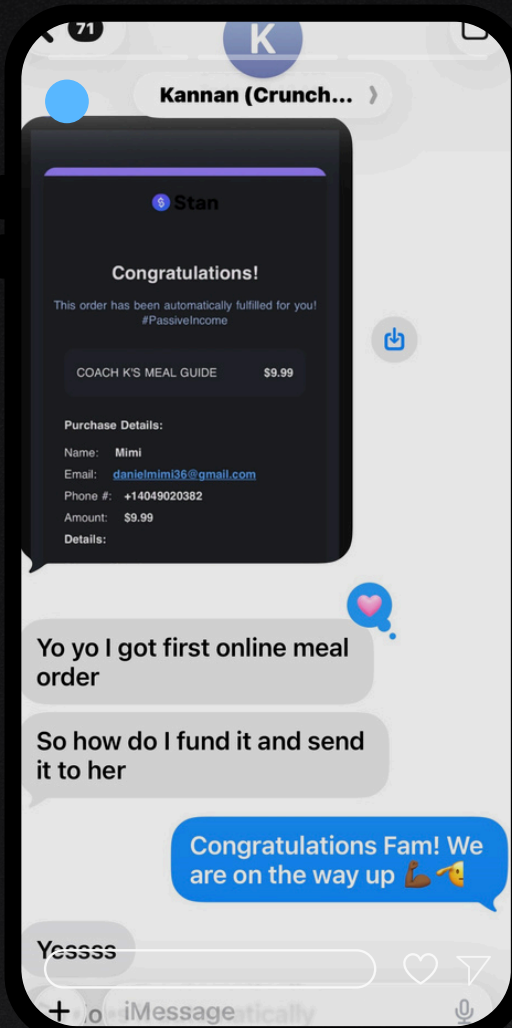
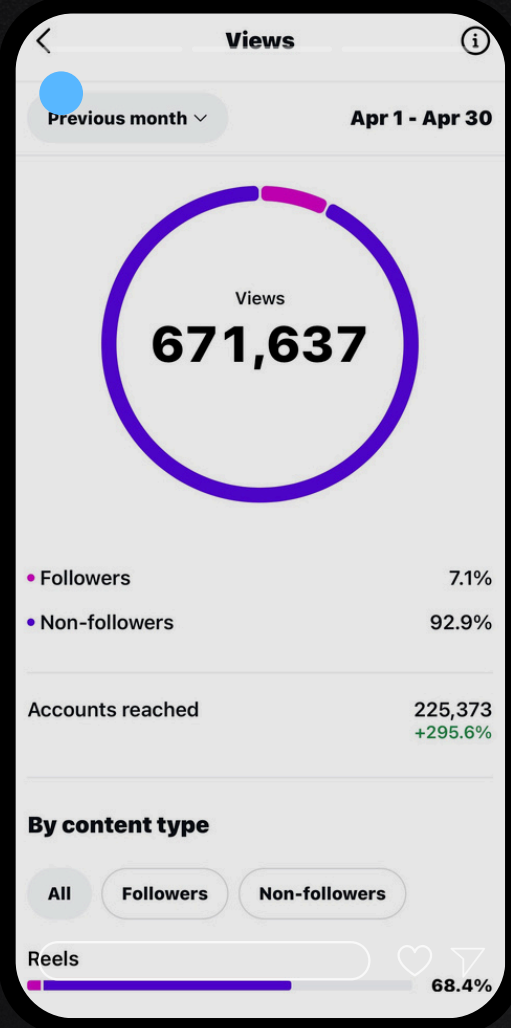
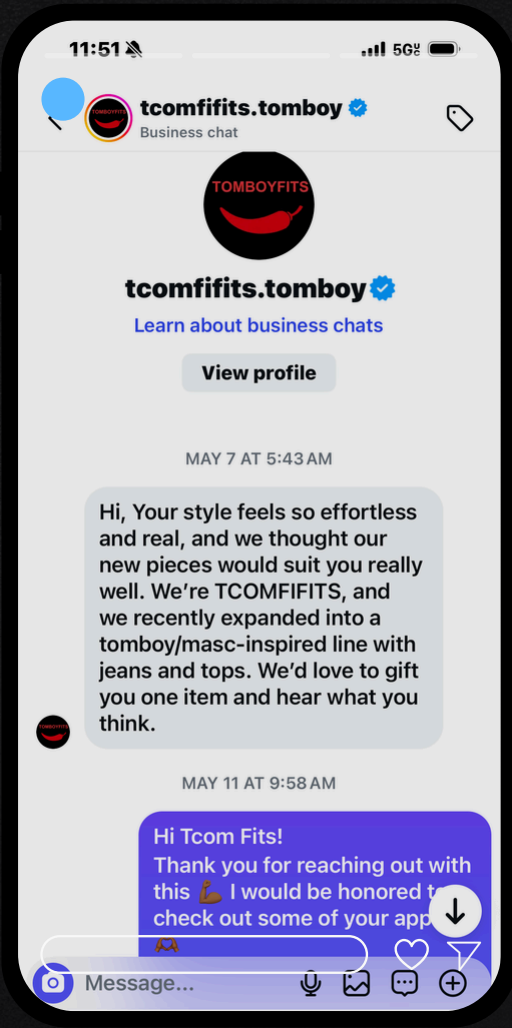
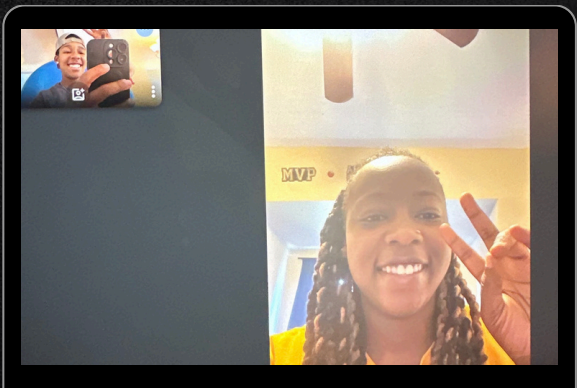
GRWM: Mac Motivated x WIZE ...

1,992

130

1,502

REAL PEOPLE...



...REAL RESULTS.

CONTACT ME

Website

www.macmotivated.com

Email Address

koriemathis@macmotivated.com

Social Media

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

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



THANK YOU.

Mac Motivated Since 2020