



CALLIE KERBO

• BRAND STRATEGIST • AUSTIN, TEXAS •



- Brand Strategist In Austin, Texas
- Finalist for Austin Young Chamber FAVE Awards
- Winner of the BizBox 'Small Business Success' Award for Office Depot
- 95% business success rate over the last 4 years
- Worked with 70 unique start ups In 20 different industries

CALLIE KERBO

BRAND STRATEGIST FOR PURPOSE DRIVEN ENTREPRENEURS

Callie Kerbo is a brand and digital marketing strategist who is single-handedly changing the way we think about branding strategy. What was once seen as sacred tools of the elite, Callie has created affordable, high quality low cost programs, courses and coaching for all start-up businesses who want to grow quickly.

Callie’s small town Tennessee roots are strongly tied to her motivation and focus in supporting small business. This is demonstrated by her extremely high care factor, high touch point with her clients and ongoing support during a business’s launch.

This is just part of the reason that 95% of the start-ups that she has worked with are still in business after 5 years.
“This doesn’t happen by mistake. It’s about making a brand.”

Callie has worked with over 70 different starts ups from USA and Australia.



3.5 K +



1.4 K +



1.1 M +

HONEYCOMB | BRAND + STRATEGY

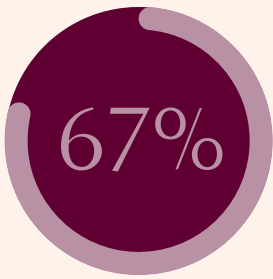
Callie founded Honeycomb | Brand + Strategy four years ago with the belief that every business not only deserves top-notch branding, but a creative partner to walk beside them, without an exorbitant price tag.

Callie seeks out what makes a company special and harnesses it in their brand. Using her passion for storytelling and creating memorable experiences for customers is what attracts her clientele, from startups to long-standing businesses.

Honeycomb takes businesses from idea to strategically branded with services like 'Brand in a Week'.



DEMOGRAPHICS



67% FEMALE
33% MALE

Followers of Callie are educated and come from business or entrepreneur backgrounds. The majority are 25-34 years of age and from USA and London, UK. Majority are higher to middle class and most earning over \$70,000 US



WHAT PEOPLE ARE SAYING ABOUT CALLIE

I've been in marketing for most of my career, so I've met a lot of creative people. I've never met somebody like Callie Kerbo. After working with her at Honeycomb Creative and our partnership with Blue Sky Partners, I've come to realize that she has this combination of creativity, productivity, and consistent communication that can be so rare in marketing and design I'd think we found a long lost gemstone. I can honestly say it's been an honor to work alongside and learn from Callie—I think anybody who's had or has the chance to will almost immediately feel the same way.

-NATHAN RYAN, CEO, BLUE SKY PARTNERS

Callie helped me become clearer about what I want and how I want to move forward which has been as valuable as good website design. I don't feel like I'm doing this all by myself. I literally don't know if there's anything I'd change about this process

-AMY BETH BOLDEN, FOUNDER, VEG THREADS

WHERE HAS CALLIE BEEN FEATURED?

