

# Rebecca Thornton

WOODWORKER + CONTENT CREATOR



## ABOUT ME

I'm Rebecca - the owner, designer, and woodworker behind Southern Pine Design Company - a multifaceted business that offers custom furniture & furniture restoration, home accessories, and content creation. I believe that God created us to work with our hands and that there, we can find peace and purpose. My hope is to inspire people to believe in themselves and work hard every day to make their dreams a reality. My company's Instagram page features DIY projects, product spotlights, and woodworking tips. When I'm not creating, you can find me at the ball field.

## Social Media



600



14k

## Audience

65% Female | 85% North America  
Age Range: 65% 25-44 years old  
Average IG Post Reach: 3-30k  
Engagement Rate: 2.7%





## Services

### INSTAGRAM IN-FEED POST | \$350

- 2-3 Styled photos & caption for review
- 1 Final photo selection w/ caption posted to feed

### INSTAGRAM STORY POST | \$200

- 4-6 IG Stories featuring your product/service
- Links and brand collaboration label included
- Stories saved to highlight bubble for 30 days

### INSTAGRAM REEL | \$500

- 30-60 sec Reel with trending audio or voiceover
- 2-3 Styled cover photos & caption for review
- 1 Final styled cover photo w/ caption posted on reel

### PRODUCT-FOR-POST

- Services will vary based on product value
- Photography or videography negotiable

### ADD ONS

- Image Usage Rights: 30% of post rate every 30 days; Usage in Perpetuity: \$4,500
- Direct Link in Bio: \$150 per week

## Brand Ambassador

CARHARTT ONEFINITY CNC LOWE'S  
BEAR WOODS SUPPLY CO SENIX BESSEY  
SURFPREP SANDING CROCODILE CLOTH  
WALL CONTROL KEEN UTILITY GABB WIRELESS

## Collaborations

84 LUMBER VIGO GATOR FINISHING  
SEMIEXACT ROMABIO CLOSETMAID  
MICROJIG KREG TOOLS TOOLS TODAY





# Want to see more?



L to R: Bear Woods became the first brand I worked with, starting in January 2022. In March 2023, I refinished an antique record player LIVE at the SurfPrep booth at WorkBenchCon. In April 2023, I attended my first event as a Content Creator, Hardware Huddle.



L to R: In July 2023, I was invited to be part of a Bessey NA marketing campaign. In October 2023, I was invited to participate in Philanthromake, sponsored by Rubio Monocoat, Festool, & Shaper. In June 2024, I was invited to the Rubio Monocoat Atelier in Bruges, Belgium.



# Other Fun Things



In November 2022, I participated in the first Makers Challenge Central All-Star Challenge. In the midst of a hurricane, a group of amazing makers and content creators from around the country came together to pull off a mind-blowing backyard renovation. In just a week, we took a tired patio and turned it into a pool deck oasis. The full build is now documented in an epic [YouTube series](#).

## Podcasts

Building a Furniture Brand: Episode 95

Maker Conversations: Episode 70

Sawdust Talk: Episode 127



Sawdust Talk Ep. 127- Becca  
@southernpinedesignco

## Brands I've Worked With

