



*Seattle-based Style by Cortney Bigelow*

# the grey *edit*

*helping you find your edit*

AN EVOLVING COLLECTION OF STYLE ACROSS FASHION, LIFE AND TRAVEL

The Grey Edit was created in 2016 by midwest-born and pacific northwest settled, Cortney Bigelow. The blog began as a creative outlet to showcase the evolution of her own personal style and the love for her surroundings -- something that really came into being after moving to the city of Seattle.

In 2018, Cortney decided to take a leap from corporate life and leverage her 10+ years experience in finance and marketing to pursue her passions of growing her own brand and building a business. She's now focused on creating inspiring content to empower other women to find their own personal edit.

*“everyone has an edit, my hope is that I can inspire you to find yours...”*

Seeing beauty in overcast skies... and finding comfort in wearing shades of black, grey and white. Being a Seattleite felt natural to who Cortney was -- and creating a brand that was a representation of this was what she decided to do. Thus, Cortney finally found her *edit*, and The Grey Edit was born.

Alongside of helping women with the things they should wear and fill their lives with, she's expanded into digital service offerings as well. With 8 years of digital marketing experience, she's able to assist in brand building, brand strategy, web designing, email marketing and social engagement.

LET'S WORK TOGETHER!

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Cortney Bigelow

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# WEB DESIGN SERVICES

Building the foundation and online presence of your business

## BASIC EDIT -- \$800

- Initial consultation
- G Suite custom domain, email, drive storage and productivity tools
- Bluehost hosting and security
- WordPress responsive website w/ installed theme and site mapping
- On-site blog creation
- Site management handoff

## ELEVATED EDIT -- \$1200

- Initial consultation
- G Suite custom domain, email, drive storage and productivity tools
- Bluehost hosting and security
- WordPress responsive website w/ installed theme and site mapping
- On-site blog creation
- Site management handoff
- Contact form
- Custom imagery and copy
- Google Analytics traffic report

## AD HOC EDITS

### SOCIAL

Getting your business set up for social engagement

- Social account creation across Facebook, Instagram, Twitter, Pinterest & YouTube, Header and profile images, bio copy -- \$200
- Social media strategy -- \$150

### EMAIL

Getting your business set up for email marketing with your clients

- Mailchimp setup w/ newsletter campaign -- \$200
- Mailchimp setup w/ newsletter + onboarding campaign -- \$350
- Email marketing strategy -- \$150

### E-COMMERCE

Getting your business set up for selling services and products

- Shopify site setup -- \$350
- Shopify site setup w/ Facebook and Instagram sales channels -- \$400

## PAST WORK

The Grey Edit Style Blog  
The Grey Edit Store  
HarborTech Mobility Corporate Website

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