



Hi, I'm Amy

RUNNING WITH AMY

Marathon Runner | Running Coach | Educator | Content Creator

I'm a qualified Recreational Running Coach with a unique journey from former sprinter to passionate long-distance runner. Drawing on years of experience and a deep love for the sport, I share valuable tips and expert advice through my Instagram, empowering runners of all levels to reach their personal best. With a focus on proper technique, effective training strategies, and a balanced approach to running, I am dedicated to helping others embrace the joy of running and achieve their fitness goals.

I have developed structured training programs for runners of all levels, from beginners tackling their first 5km to experienced runners aiming for a marathon PB. My expertise has helped countless runners improve their performance, build confidence and enjoy their running.

My Values

At the heart of my brand lies honesty and authenticity. I believe in fostering authentic connections and relationships, ensuring my practice is both relatable and trustworthy. My commitment to these values fosters a genuine connection with my audience, empowering them to pursue their running goals with confidence and support.



Key IG Stats

39.4k

followers

700K+

ave. views per month

My audience primarily consists of women, making up 85% of my following, with a significant portion (32%) situated in Australia. These women are diverse in age and fitness levels, united by a shared passion for running and a desire to improve their performance. They are motivated, health-conscious individuals seeking expert guidance, tips, and inspiration to enhance their running journey. Whether they are seasoned runners or just starting out, my audience values community, support, and practical advice tailored to empower them in achieving their personal fitness goals

Why partner with me?

- ✓ Authentic recommendations only
- ✓ Highly engaged running community
- ✓ Educational content that builds trust
- ✓ Experienced marathon runner & coach
- ✓ Professional content creation

What I offer

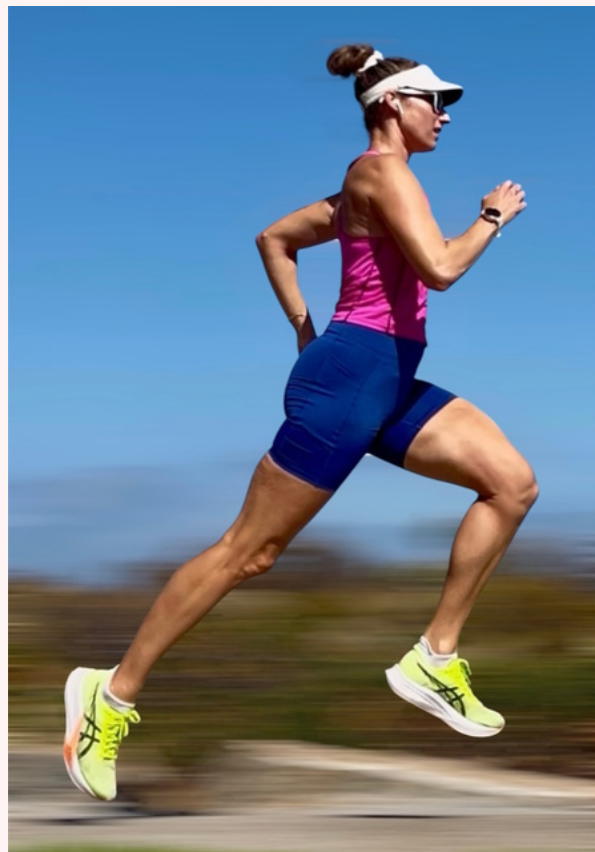
DELIVERABLE

Single Static Post
Carousel post (5 - 10 images)
Instagram reel up to 90 seconds
Instagram stories x 3
Bundle Package (Reel + Story Set)
UGC Content

STARTING FROM

\$300
\$450
\$500
\$200
\$700
\$350

Every collaboration is unique, and I'm happy to tailor packages to suit your campaign goals and budget



Why my content performs

My audience follows me because my content is honest, educational and relatable. I share practical running advice for runners of all abilities—from those training for their first 5km to experienced marathon runners chasing personal bests. Alongside running, I promote the importance of strength training, recovery and building sustainable habits that fit around work, family and everyday life. My community trusts my recommendations because I only partner with brands and products that I genuinely use and believe in.



Current project

Road to New York Marathon 2026

As I prepare for the New York Marathon, I'll be sharing my training journey through a mix of educational content, race preparation, strength training, recovery and behind-the-scenes moments. I'm currently seeking long-term partnerships with brands that align with my values and support runners on their own journeys.

Get in touch

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