

MacKenzie “Kenzie” Akins

Digital Content Creator | Between the Castles

Raleigh, NC (Open to Remote & Hybrid Roles)

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About Me

I am a self-directed digital content creator and brand builder specializing in Disney-focused lifestyle and storytelling content. Through my platform, Between the Castles, I independently develop, produce, and manage short-form video content designed to engage niche audiences and build long-term community connection.

I oversee the full content lifecycle — from concept development and scripting to filming, editing, publishing, and performance analysis.

My goal is to create engaging content that blends storytelling, entertainment, and niche expertise to build meaningful online communities.

Brand Overview: Between the Castles

Between the Castles is a themed lifestyle content platform centered on immersive storytelling, Disney-inspired experiences, and creative brand expression.

Platforms Managed:

- TikTok [@magically.me.kenzie](https://www.tiktok.com/@magically.me.kenzie)
- Instagram [@betweenthecastle](https://www.instagram.com/betweenthecastle)
- YouTube [@KenzieBetweentheCastles](https://www.youtube.com/KenzieBetweentheCastles)

Growth & Performance Highlights

- Grew TikTok account from 25 to 1,000+ followers within three weeks through strategic trend research and niche positioning.
- Maintain consistent posting cadence of 4–5 videos per week.
- Highest-performing video: 2,500+ views.
- Average views per video: 200–500.
- Active audience engagement through consistent comment and message responses.

Core Content Skills

- Short-form video scripting & storytelling
- Trend research and content positioning

- Weekly content planning & batching
- Video editing (CapCut, TikTok tools, iMovie)
- Cross-platform brand consistency
- Community engagement & audience retention
- Performance tracking & content optimization

Selected Content Samples

Video Example 1: [Disney Inspirational Content](#)

Video Example 2: [High engagement storytelling video](#)

Video Example 3: [Disney aesthetic lifestyle content](#)

Video Example 4: [TikTok shop product feature](#)

Video Example 5: [Lifestyle/ hobby content](#)

Video Example 6: [Disney Informational video](#)

Tools & Platforms

TikTok Creator Tools

CapCut

iMovie

Instagram Reels

YouTube Shorts

Basic social media analytics