

# CHARMAINE CARRAWAY



**Spiritual Mentor | Media Executive |  
Founder of Soul Tribe Media**

"The world doesn't need more influencers.  
It needs grounded, ancestral authority."

*Charmaine Carraway*

## SIGNATURE TALKS/ AUDIENCE REACH

### **Leadership & Culture (The Corporate Voice)**

- Navigating institutional change with spiritual integrity.

### **Spirituality & Wellness (The Matriarch Voice)**

- Ancestral grounding for the modern executive.

While others chase vanity metrics, Charmaine Carraway has cultivated a high-resonance ecosystem built on Ancestral Authority and Radical Authenticity.

The "Soul Tribe" Ecosystem: A curated community of high-level seekers, executives, and global visionaries who prioritize spiritual maturity over superficial trends.

Charmaine Carraway leads a high-resonance ecosystem built on Ancestral Authority. She cultivates a "Soul Tribe" of global visionaries. This niche community prioritizes spiritual maturity over trends, resulting in an engagement rate that triples industry standards. By bridging corporate excellence with cultural continuity, Charmaine anchors a movement of high-trust, transformative influence.

## THE VISIONARY LEGACY

These are the industry leaders and change-makers who have featured or collaborated with Charmaine



**H.E. Dr. Sara Al Madani**  
Global Entrepreneur & TV Personality. Renowned for her "Real Housewives of Dubai" presence and leadership in the UAE. High-fashion, authoritative headshot.



**Angella Nazarian**  
Bestselling Author & Co-founder of Visionary Women. A prominent philanthropist and leadership expert. Angella Nazarian is a global thought leader and community builder.



# SOULTRIBE MEDIA

MEDIA KIT  
2026

Bridging the Boardroom & The Altar.

"THE WORLD DOESN'T NEED MORE INFLUENCERS. IT NEEDS GROUNDED, ANCESTRAL AUTHORITY."

*Let's Connect*

- WEB: [WWW.SOULTRIBE.MEDIA](http://WWW.SOULTRIBE.MEDIA)
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- SOCIAL: [LINKTR.EE](http://LINKTR.EE)

*Charmaine Carraway*

CHARMAINE CARRAWAY

FOUNDER | MEDIA EXECUTIVE  
| SPIRITUAL MATRIARCH



## THE EVOLUTION OF A TRUTH-TELLER

CHARMAINE CARRAWAY HAS NEVER PLAYED SMALL. BEFORE SHE WAS THE "SPIRITUAL MATRIARCH" TO THOUSANDS, SHE WAS A JOURNALISTIC FORCE FOR THE HUFFINGTON POST AND A UN AMBASSADOR FOR UN WOMEN, TEACHING ECONOMIC INDEPENDENCE TO WOMEN IN DEVELOPING NATIONS.

BUT HER MOST PIVOTAL WORK BEGAN WHEN SHE PICKED UP THE MICROPHONE FOR "THE VISIONARY WOMAN."

# WHO IS AUNT-Y?



# WHAT SETS HER APART?

IN A MEDIA LANDSCAPE OBSESSED WITH "MEAN GIRL" GOSSIP AND SURFACE-LEVEL SUCCESS, CHARMAINE BUILT A SANCTUARY FOR SUBSTANCE. SHE SAT DOWN WITH GLOBAL POWERHOUSES—BILLIONAIRES, PHILANTHROPISTS, AND ROYAL ENTREPRENEURS—TO DISMANTLE THE MYTH OF COMPETITION AND REPLACE IT WITH THE POWER OF COLLABORATION.

IN 2026, SHE PIVOTS AGAIN. SOUL TRIBE MEDIA IS THE SYNTHESIS OF EVERY ROOM SHE HAS EVER COMMANDED. IT IS WHERE HIGH-LEVEL MEDIA STRATEGY MEETS DEEP, ANCESTRAL SPIRITUALITY.

"I DIDN'T LEAVE THE CORPORATE TABLE BECAUSE I COULDN'T HANDLE THE HEAT. I LEFT TO BUILD A NEW TABLE—ONE WHERE WE FEED THE SOUL FIRST."





CHARMAINE'S AUTHORITY IS ANCHORED IN HER HISTORY OF HIGH-LEVEL DISCOURSE WITH GLOBAL POWERHOUSES. ON HER PLATFORMS, SHE FACILITATES GROUNDBREAKING CONVERSATIONS THAT BRIDGE THE GAP BETWEEN ANCIENT TEACHINGS AND MODERN SPIRITUAL SEEKERS.

MOLLY MCCORD(PREMIER ASTROLOGER & INTUITIVE TEACHER)

- THE ROADMAP TO CALM: IN THIS ESSENTIAL DIALOGUE, CHARMAINE AND MOLLY MCCORD UNPACKED THE "ENERGETIC SHAKE-UP" OF THE 2025 COSMIC SHIFTS.
- GRACE AND GRIT: THEY PROVIDED THE SOUL TRIBE WITH A ROADMAP FOR NAVIGATING MASSIVE CHANGE AND COLLECTIVE TRANSFORMATION WITHOUT LOSING PERSONAL PEACE.
- ANCESTRAL GROUNDING: THE SESSION EMPHASIZED THE CRITICAL CONNECTION BETWEEN ASTROLOGICAL WISDOM, INTUITION, AND THE NECESSITY OF GROUNDING ONESELF IN ANCESTRAL WISDOM DURING TIMES OF EXTREME GLOBAL UNCERTAINTY

# SOUL TRIBE PODCAST

HOSTED BY  
Auntie  
Charmaine

DEDICATED TO  
CONNECTING  
MIND.  
BODY.  
SOUL.





# CONVERSATIONS THAT CHANGED THE NARRATIVE

HER EXCELLENCY DR. SARA  
AL MADANI  
(SERIAL ENTREPRENEUR &  
STAR OF 'REAL  
HOUSEWIVES OF DUBAI')

- **REBELLING AGAINST CULTURE:** CHARMAINE AND DR. SARA ENGAGED IN A RAW DISCUSSION REGARDING THE SPIRITUAL COST OF ENTREPRENEURSHIP.
- **DEFINING POWER:** THEY TACKLED THE REALITY OF BEING A WOMAN IN POWER WHO REFUSES TO FIT INTO TRADITIONAL CULTURAL BOXES, EMPHASIZING THE IMPORTANCE OF WALKING A UNIQUE SPIRITUAL PATH WITH STRENGTH AND CLARITY.

ANGELLA NAZARIAN  
(BEST-SELLING AUTHOR &  
CO-FOUNDER OF  
VISIONARY WOMEN)

- **THE ARCHITECTURE OF VISION:** CHARMAINE AND ANGELLA EXPLORED HOW VISIONARY LEADERSHIP IS FUELED BY PHILANTHROPY AND FEMININE POWER.
- **COLLABORATIVE LEADERSHIP:** THEY DECONSTRUCTED THE MYTH OF COMPETITION, REPLACING IT WITH THE POWER OF COLLABORATION AND INTENTIONAL LIVING.

**WHY THIS MATTERS:** CHARMAINE DOESN'T JUST "TALK ABOUT" EMPOWERMENT—SHE DEFINES IT ALONGSIDE THE WOMEN ACTUALLY SHAPING THE GLOBAL SPIRITUAL AND ECONOMIC LANDSCAPE. BY MERGING ANCESTRAL TRADITIONS WITH SPIRITUAL AND MINDFUL PRACTICES, SHE HELPS HER COMMUNITY NAVIGATE LIFE WITH PURPOSE



# CULTIVATING THE INNER MAN

## OUR CORE PHILOSOPHY

SOUL TRIBE MEDIA WAS CREATED TO ANSWER A SPECIFIC HUNGER IN THE MARKET: THE NEED FOR SUCCESS WITH SOUL.

WE REJECT THE "HUSTLE HARDER" NARRATIVE. INSTEAD, WE PROMOTE THE CULTIVATION OF THE "INNER MAN"—THE BELIEF THAT YOUR PUBLIC EMPIRE WILL CRUMBLE IF YOUR PRIVATE SPIRIT IS NOT FORTIFIED.

## OUR 3-STEP METHODOLOGY:

1. ANCESTRAL ANCHORING:  
YOU CANNOT DRIVE FORWARD IF YOU DON'T KNOW WHO IS BACKING YOU.

WE TEACH CONNECTION TO LINEAGE AS A BUSINESS STRATEGY.



## OUR 3-STEP METHODOLOGY:

2. SPIRITUAL HYGIENE: WE TREAT ENERGY LIKE CURRENCY. HOW YOU SPEND, SAVE, AND PROTECT YOUR ENERGY DETERMINES YOUR ROI.

3. COMMUNITY AS MEDICINE: WE ARE DISMANTLING THE "LONE WOLF" ENTREPRENEUR MYTH. WE BUILD "SOUL TRIBES" THAT FUNCTION AS SAFETY NETS FOR HIGH-PERFORMERS.





CHARMAINE CARRAWAY IS A RARE VOICE CAPABLE OF CODE-SWITCHING BETWEEN HIGH-LEVEL CORPORATE STRATEGY AND DEEP SHAMANIC WISDOM.

- THE ARCHITECTURE OF INTUITION: WHY "GUT FEELING" IS A BIOLOGICAL DATA POINT. HOW LEADERS USE INTUITION TO MAKE HIGH-STAKES DECISIONS FASTER THAN DATA ALONE.
- THE "MEAN GIRL" MYTH : LESSONS FROM THE VISIONARY WOMAN. HOW TO DISMANTLE TOXIC COMPETITION IN FEMALE-LED TEAMS AND BUILD A CULTURE OF "RADICAL COLLABORATION".
- RESILIENCE IN THE FACE OF RUIN : STRATEGIES FOR NAVIGATING ECONOMIC INSTABILITY WITHOUT LOSING YOUR TEAM'S MORALE.

# LEADERSHIP & CULTURE





- "OKAY UNIVERSE, I HEAR YOU" - DECODING DIVINE PATTERNS : SPIRITUAL ALIGNMENT IS NOT AN ACCIDENT; IT IS A LIFESTYLE BASED ON RECOGNIZING THE RHYTHM OF THE UNIVERSE. CHARMAINE TEACHES HOW TO IDENTIFY THE "SYNCHRONICITIES" AND ENERGETIC WHISPERS USED TO GUIDE YOUR PROFESSIONAL PATH.
- ANCESTRAL ANCHORING FOR ENTREPRENEURS : YOU AREN'T JUST BATTLING THE MARKET; YOU ARE BATTLING YOUR LINEAGE. HOW TO CLEAR "SCARCITY TRAUMA" AND GENERATIONAL BLOCKS TO UNLOCK ANCESTRAL RESILIENCE.
- SPIRITUAL HYGIENE AS SELF-MASTERY : PRACTICAL TOOLS—GRIDDING, CLEANSING, AND GROUNDING—TO PROTECT YOUR ENERGY IN HIGH-EXPOSURE INDUSTRIES.
- THE MATRIARCH SHIFT : MOVING FROM "BOSS BABE" ENERGY TO "MATRIARCH" ENERGY—GROUNDED, FEMININE AUTHORITY THAT LEADS WITHOUT BURNOUT.

## SPIRITUALITY & WELLNESS



# WE ARE THE SOULTRIBE

WE DO NOT HAVE "FOLLOWERS." WE HAVE A GLOBAL MOVEMENT OF SEEKERS, HEALERS, AND WISDOM KEEPERS.

OUR AUDIENCE IS NOT LOOKING FOR TRENDS; THEY ARE LOOKING FOR TRUTH . THEY ARE HIGH-FUNCTIONING PROFESSIONALS WHO FEEL A SPIRITUAL VOID AND ARE SEEKING SUBSTANTIAL, NON-DOGMATIC GUIDANCE.







#### BY THE NUMBERS:

- CORE AUDIENCE (25-45): ACTIVELY SEEKING SPIRITUAL TOOLS, READINGS, AND EDUCATION.
- YOUNGER SEEKERS (21-35): EXPLORING ASTROLOGY, NUMEROLOGY, AND METAPHYSICAL LIFESTYLE INTEGRATION.
- ELDERS & PRACTITIONERS (40+): LONG-TIME HEALERS DEEPENING THEIR ANCESTRAL PRACTICES.
- GENDER: 85% FEMALE, 15% MALE/NON-BINARY.

#### GLOBAL REACH:

- PRIMARY MARKETS: UNITED STATES (STRONG PRESENCE IN SOUTHERN, MIDWESTERN, AND EAST COAST STATES).
- EXPANDING PRESENCE: GROWING INTERNATIONAL AUDIENCE IN THE UK, CANADA, AND THE UAE.
- URBAN APPEAL: ATTRACTING THOSE IN MAJOR CITIES AND INTENTIONAL SPIRITUAL COMMUNITIES.

**WE ARE  
THE SOULTRIBE**



"I TRUST THE WISDOM OF MY ANCESTORS, THE RHYTHM OF THE UNIVERSE, AND THE POWER WITHIN ME TO CREATE MY DESTINY."

SOUL TRIBE MEDIA IS A FULLY INTEGRATED ONLINE POWERHOUSE, BRINGING THE ENERGY OF AN IN-PERSON EXPERIENCE INTO THE DIGITAL REALM. WE ARE ALWAYS LOOKING FOR ALIGNED PARTNERS, PODCAST GUESTS, AND SPEAKING OPPORTUNITIES THAT RESONATE WITH OUR MISSION OF TRUTH AND HEALING.

CHARMAINE IS AVAILABLE FOR:

- **KEYNOTE SPEAKING** (CORPORATE, WELLNESS, AND SPIRITUAL LEADERSHIP).
- **PODCAST GUESTING** (BUSINESS STRATEGY, ANCESTRAL WORK, AND SOCIAL JUSTICE).
- **BRAND PARTNERSHIPS** (HIGH-VIBRATIONAL, ETHICALLY SOURCED, AND SOUL-ALIGNED)

LET'S ELEVATE THE  
CONVERSATION





# GET IN TOUCH

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PLEASE GET IN TOUCH AND MY TEAM WILL GET  
BACK TO YOU IN 1-2 BUSINESS DAYS.