

JAE MATTHIESEN

CONTENT CREATOR | INFLUENCER

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PROFILE

I am a full-time content creator living in Chicago, IL. My interests have always been in Beauty and Fashion, which has gained the attention and support of over a million people across the world. Social Media has always been a space to not only express myself, but I've learned how to grow a business that has helped me connect with brands and befriend mutual content creators.

EDUCATION

2016-2020

DEUEL HIGH SCHOOL

- High School Diploma
- GPA 3.7

SKILLS

- Forecasting Trends
- Social Media Management
- Creating an Internet Fan Base
- Social Media Campaign Building
- Data analysis
- Paid Partnerships
- Video Editing
- Videography

WORK EXPERIENCE

2022- PRESENT

FASHION BEAUTY & LIFESTYLE INFLUENCER

- Started an account on Tiktok (December 2022), and gained 840k followers. Building a dedicated and engaging fanbase along the way.
- Started building my Instagram account in 2024, reaching 114k in less than a year.
- Planned, edited, and produced content that reached over 5M views across all platforms.
- Paid Partnerships with fashion and beauty brands (Target, Elf Cosmetics, EOS, L'Oreal Paris, YSL, Urban Decay) to create trending content

2023-PRESENT

StandBy Talent Agency | London, UK, N19 5BH

Content Creator

- Strategized Fashion and Lifestyle content for optional growth on Instagram, Tiktok, and YouTube.
- Collaborated with beauty and fashion companies to create promotional content.
- Analyzed data from content to further understand the best way to strategize campaigns and launches

September 2024 - January 2025

Vintage Frills | 846 N Milwaukee Ave, Chicago, IL

Social Media Manager

- Created edited, and uploaded content to Instagram and Tiktok
- Grew account following to reach 20k
- Communicated with followers to create a loyal sphere of individuals to attend events and visit the store
- Proposed and executed social media campaigns based on analytics and trending media.

NOTABLE BRAND COLLABORATIONS

- Anastasia Beverly Hills
- Fenty Beauty
- REM Beauty
- About Face
- Alani Energy Drink
- American Heart Association
- Pair Eyewear
- MCO Beauty
- Saie Beauty
- LEX Dating App
- Good Light Skin Care