

SCHOEN MATHIAS

end-to-end influencer marketing management

I build influencer campaigns that convert.

With nearly a decade of experience across beauty, fashion, and lifestyle, I've led 3,000+ end-to-end influencer collaborations, delivered over \$36M in tracked sales and driven high-impact storytelling-led campaigns for brands like FARFETCH, Bobbi Brown, Tom Ford, Clinique, Dolce & Gabbana & more.

From strategy to execution – I blend creative storytelling with data-driven performance to elevate brand image with measurable impact.

BRAND PORTFOLIO

FARFETCH

JO MALONE LONDON smashbox

LE LABO TOM FORD BEAUTY

alice + olivia
BY STACEY BENDET

BOBBI BROWN

LA MER.

CLINIQUE

Too Faced

ORIGINS

AVEDA

Donde Estéban

HOLLYWOOD, CALIFORNIA

GLAMGLOW®

PUMA®

TED BAKER
LONDON

CORE EXPERTISE

- Influencer Strategy & Budget Management
- Talent Sourcing, Outreach & Negotiation
- Campaign Ideation, Briefing & Contracting
- Awareness, Conversion & ROI-Driven Campaigns
- Content Amplification (Digital, Paid, Retail)
- New Product & Market Launches
- Event Influencer Guestlist Invitation
- Ambassador Programs & Always-On Campaigns
- Multi-Platform Execution: IG, TikTok, YouTube, Snapchat

FASHION

FARFETCH | global luxury fashion e-commerce marketplace

Driving scale & impact via influencers. 25x ROI, 2,000+ collaborations.



BEAUTY

Estée Lauder Companies | global luxury beauty brands

Building brand equity through strategic collaborations



EMERGING BRANDS

DAVID KOMA LONDON; LET'S SWIM | DONDE ESTEBAN | OYNA

Community building & performance impact for emerging brands





@sharhassaofficial
@farfetch
[LINKED HERE](#)



Faisal Alghazzawi
16h ago from Camera Roll

Access Denied

Promocode: FAISAL

farfetch.com



elham.alarif 16h

My Farfetch code is active for new users only "ELHAM"

farfetch



rahaftheofficial Following

dolcegabbana

farfetch

8,764



farfetch

gabycharbacht



GINZING



deemaalasaki 9h

A KILLER @PRADA LOOK
VIA @FARFETCH

[SHOP PRADA HERE](#)



fatmaa 16m

foldable & pocketable Galaxy Z Flip 5
@farfetch @samsunguae

SAMSUNG EDIT



yaralnamlah 1m

Let's talk ferragamo, the structure of this dress is iconic...!
@farfetch #farfetch

DRESS My favorite



BLANCOW

farfetch



Yasmine Zahran · 8-3

Favorite recent purchases from Farfetch
#whatto wear #farfetch ... more

original sound - yasmine.zahran

3,409

3.4

133

41

SERVICES

Full-Scale Influencer Marketing Services

End-to-end support across strategy, execution, and performance.

01. Strategy & Creative Direction

- Custom influencer marketing strategy aligned with business goals
- Campaign concept development: brand, awareness, performance
- Market entry & launch strategies (product, region, or brand)
- Strategic budget planning & investment guidance
- Full-funnel influencer approach: micro to celebrity

02. Talent Sourcing & Management

- Influencer scouting & shortlisting (MENA, US, UK, Europe)
- Outreach, negotiation & contracting
- Briefing, deliverables, exclusivity & usage rights
- Ongoing relationship & ambassador program management
- Influencer support for shoots, activations & event invitations

03. Campaign Execution & Amplification

- One-off campaigns & always-on programs
- Multi-platform execution (IG, TikTok, Snapchat, YouTube)
- Content production & amplification (paid media, CRM, retail)
- Cross-channel integration into brand's 360 marketing mix
- Visual direction alignment to brand identity

04. Reporting & Performance

- Post-campaign reporting & learnings
- KPI development & benchmarking
- ROI-focused campaign tracking & performance reporting
- Data-driven recommendations & insights
- Actionable next steps for every campaign

Also offering end-to-end marketing and product support – tailored to your brand.

CONTACT

scale your influencer marketing.

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