

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

alice + olivia
BY STACEY BENDET

LE LABO

TOM FORD
BEAUTY

LA MER.

BOBBI BROWN

CLINIQUE

Too Faced

ORIGINS

AVEDA

Donde Estéban

HOLLYWOOD, CALIFORNIA

GLAMGLOW®

PUMA®

TED BAKER
LONDON

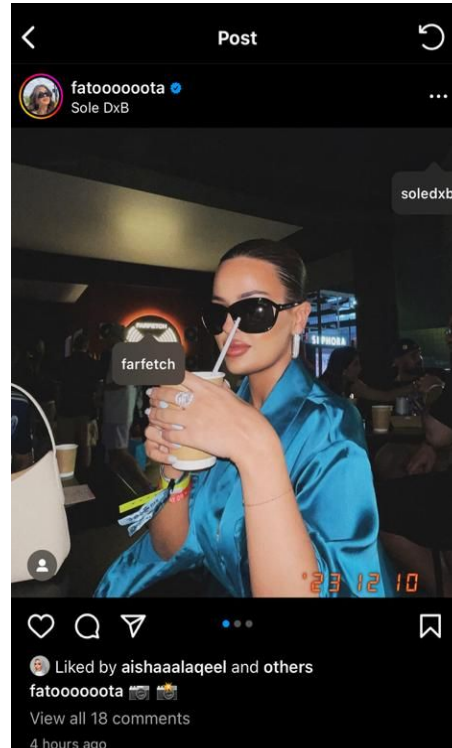
CORE EXPERTISE

- 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

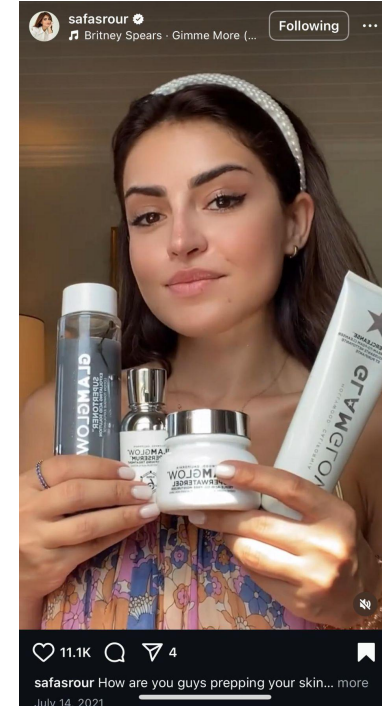
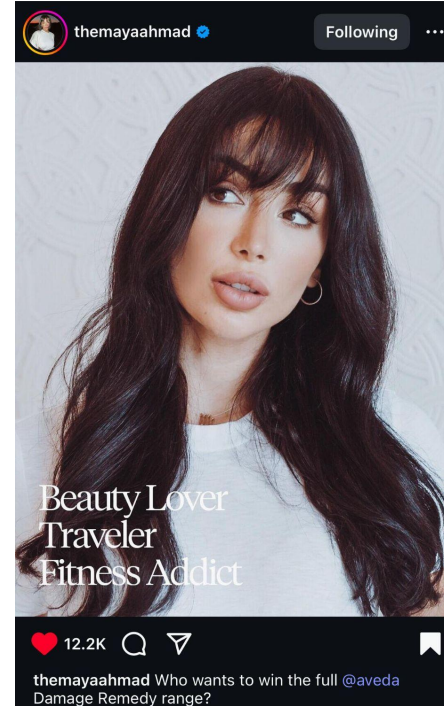
Driving scale & impact via influencers. 25x ROI, 2,000+ collaborations.



BEAUTY

Estée Lauder Companies | global luxury beauty brands

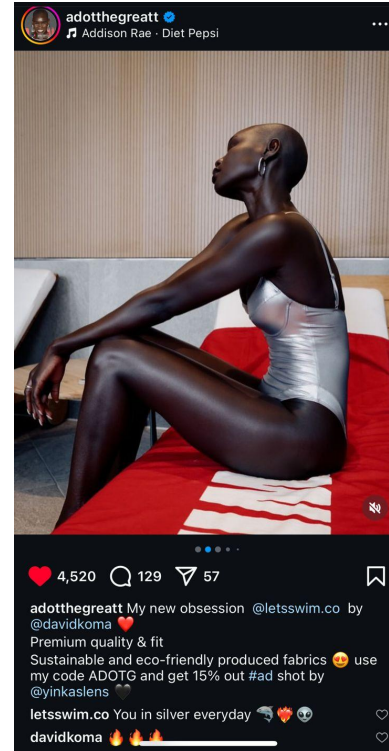
Building brand equity through strategic collaborations

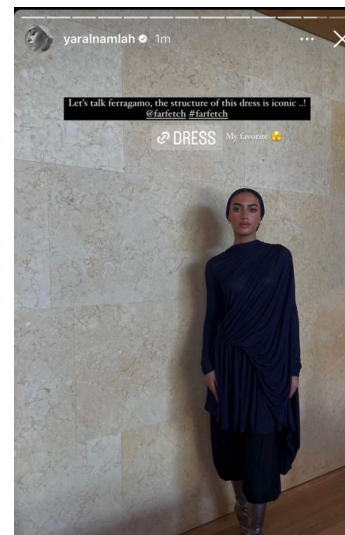
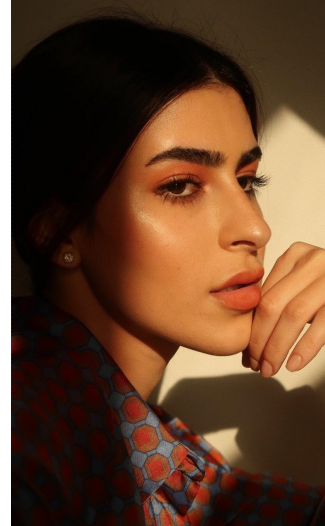
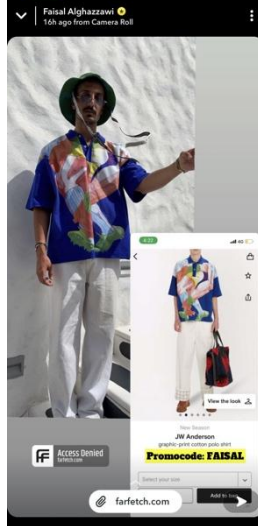


EMERGING BRANDS

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

Community building & performance impact for emerging brands





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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