

# allison MATHIS *iones*

lifestyle & motherhood

content creator





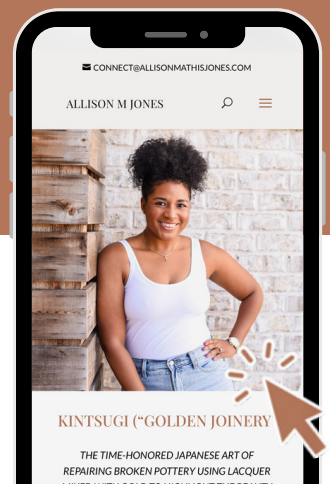
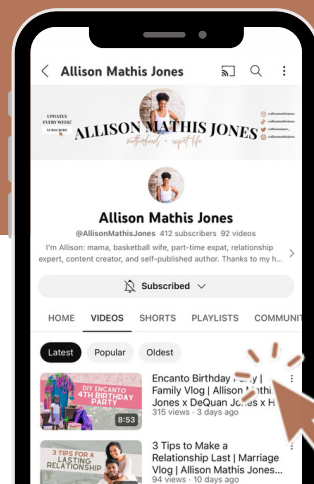
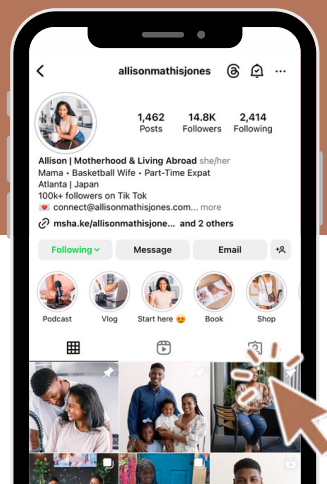
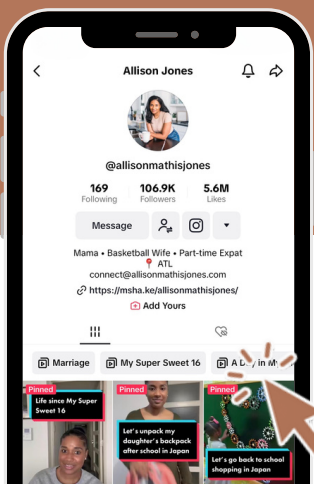
# meet allison

I'm Allison: Believer, wife, mama, part-time expat, relationship expert, self-care advocate, content creator, and self-published author.

Thanks to my husband's basketball career, we've lived in 6 different countries and currently split our time between Dubai and our hometown, Atlanta, Georgia.

My husband and I are college sweethearts. We welcomed our first little broke bestie, Harper, in July 2019, and being a mom has been my favorite adventure yet. Our son, Jaxson, joined the party in February 2022.

I have a Master's Degree in Marriage and Family Counseling and specialize in couples' communication and helping moms to find their groove after having children. Sharing our travels, talking all things motherhood, and discussing real life issues in marriage is where I thrive. This is my authentic journey in our unique lifestyle.



# popular content

my most popular posts highlight our unique lifestyle & the products we use to navigate it



My husband and I met when we were 18. After 15 years together here are 3 things I would anyone starting a relationship they want to last:

1. Two wrongs don't make a right
2. Love your partner in their love language, not yours
3. People don't change, but they do mature


816K views, 87K likes, 15K saves

POV: Your 3 year old daughter insists her 90 year old great grandmother for the first time

16K views, 1958 likes, 17K reach

Me when the valet asks if I'd like to add additional gratuity after I just paid \$20 for parking

11K views, 793 likes, 11K reach



51K views, 6K likes, 223 shares, 34 comments

Let's go back to school shopping in Japan

9.5M views, 1.4M likes, 60K shares, 3K comments

People on the internet How is your daughter's tall at 8 years old?!

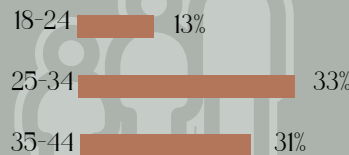
1.7M views, 168K likes, 3K shares, 9K comments

## meet the community

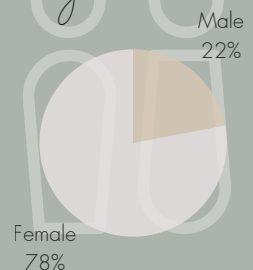
top cities



age range



gender



# online reach



124K  
total followers



32K  
monthly views



1.3M  
90 day impressions



5.6M  
total likes

turning messes into  
*messages*  
one impression at a time

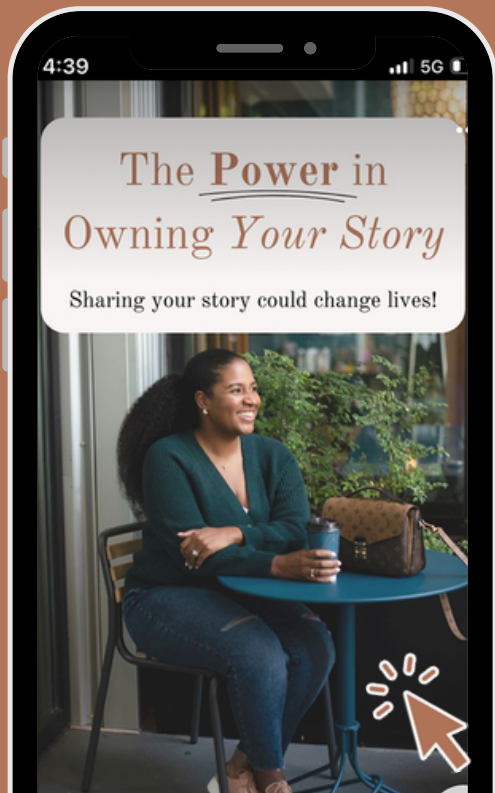


When creating content, I weave a story between platforms based on our unique lifestyle between the United States and Dubai using my expertise in marriage and family counseling.

My hope is that families are intrigued by our lifestyle and are shaped by our influence. The Japanese art of Kintsugi, repairing broken pottery with gold, plays an integral role in my brand. I encourage my community to turn their every day messes into messages. In the spirit of Kintsugi, what's repaired with care is more valuable than what was broken.

Each SEO efficient blog post, Instagram Reel and post, TikTok, Pinterest pin, and podcast are weaved together to encourage legacy in the families of my followers.

I share the practical and real life pieces of what it's like to be a woman, wife, and mom of toddlers while traveling to a largely US based audience with a 1.61% engagement rate on Instagram, 9.27% engagement rate on TikTok, and 60K average monthly views on YouTube.



# let's collaborate

My goal for brand partnerships is to make sure the product is on brand for me and aligns with my values. When a brand aligns with my brand, my audience is much more likely to purchase the product, increasing sales for you, providing value to my audience, and providing better results for my partnerships.

I love to partner with brands that value authenticity and relatable content. My unique lifestyle allows me to create seamlessly for a range of brands in the family, home, and travel niches, and I really enjoy collaborations that feel natural for both parties.

My community trusts my ambassadorship, which proves beneficial for each partner.

Brand Ambassadorship

Sponsored Posts & Stories

UGC

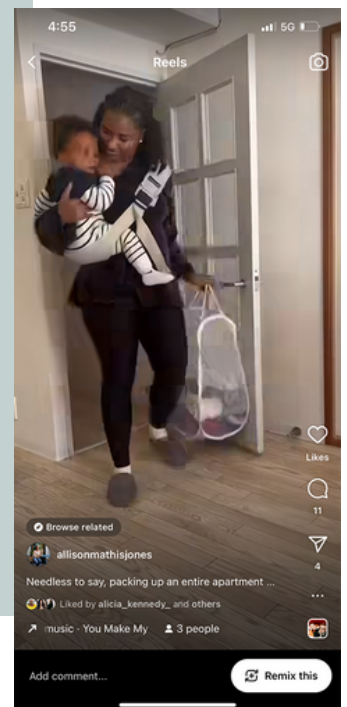
Product Reviews

\*custom packages available upon request

previous partnerships



# partnership portfolio





*allison-jones*

