# ANBY MATHUR

FRAVEL. FASHION. A DOLCE VIT



### @ambymathur // travelwithamby.com

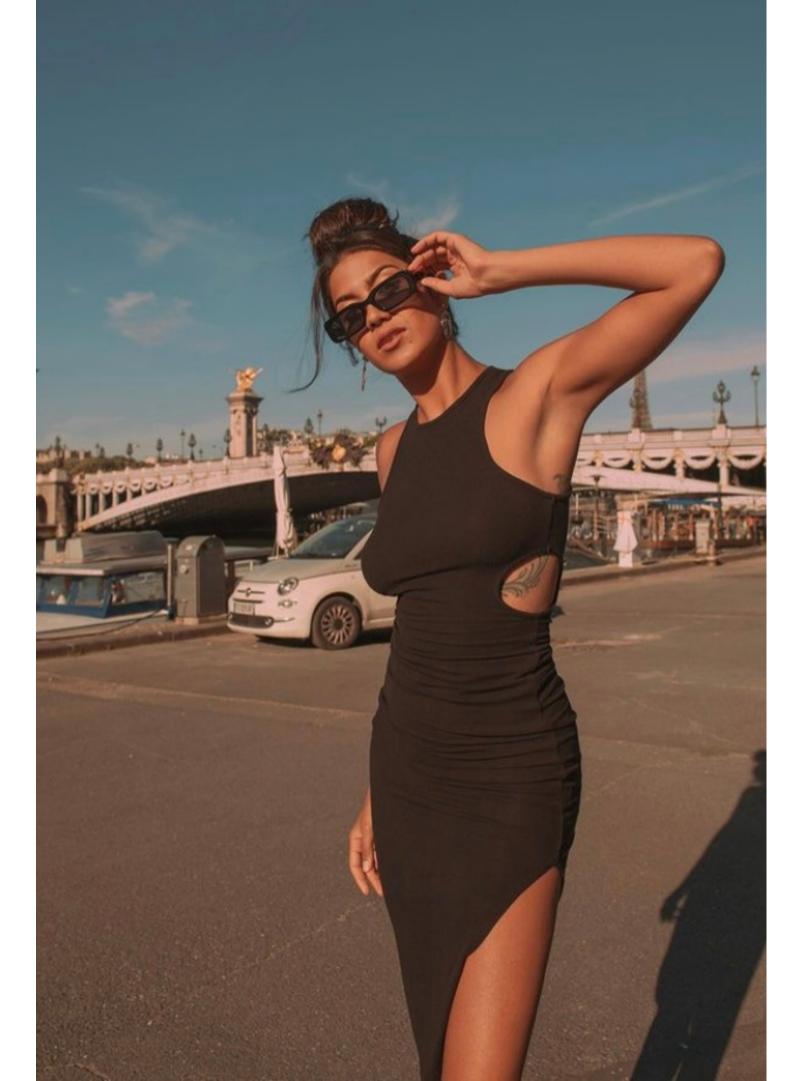
### ABOUT //

Amby Mathur is a digital storyteller who is passionate about sharing her love for travel, fashion, & la dolce vita lifestyle with her global audience of nearly 2 million monthly viewers across social media.

Over the past 4 years, Amby has created a strong bond with her audience based on trust and she is a go to resource for recommendations including destinations, brands, and services that they are interested in learning and purchasing. As a professional model, blogger, and influencer, Amby has created content and campaigns for a wide range of international brands and is excited about the opportunity to work with you!







### PINKO BVLGARI

SOCIÉTÉ DES HÔTELS LITTÉRAIRES

**KIMPTON<sup>®</sup> HOTELS & RESTAURANTS** 

OMBELICO



fabfit fun.

Maria Farbinni

HAUTE COUTURE

prose



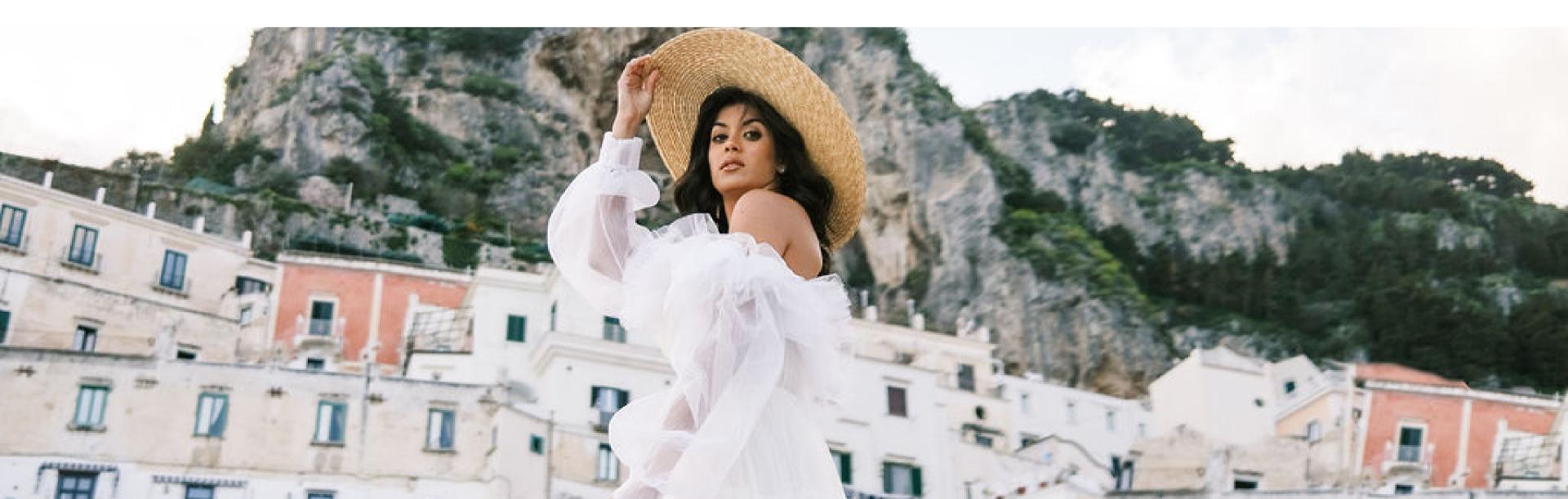
### AUDIENCE //

Amby's highly engaged and organic social media following are primarily based in the US, with a secondary following in Italy, and are interested in learning about all aspects of Amby's life including the places, brands, and services that she visits, uses, and recommends.

### GENDER

70% FEMALE

30% MALE



### COUNTRIES AGE

### 68% USA

### 14% ITALY

### (33%) 25-34

### (25%) 35-44



SOCI 5+ MILLION TIKTOK VIEWS 3 MILLION VIEWS LAST 90 DAYS

> **40,000** SOCIAL FOLLOWING

## SOCIAL MEDIA

### 15% ENGAGEMENT RATE

### 4 VIRAL VIDEOS > 1 MILLION VIEWS

### 18% GROWTH RATE LAST 90 DAYS

INSTAGRAM // @ambymathur TIK TOK // @ambymathur





### Case Study OMBELICO

Amby partnered with Ombelico to create & share dreamy Italian wedding content. The partnership was a big success, her content getting over 150,000 impressions on Instagram & TikTok. The campaign resulted in an increase in sales and brand awareness.



"I am so happy that we partnered with Ambika. She did an amazing job in creating content & sharing our brand with her audience. We immediately saw an increase in followers and sales. Would love to work with her again!"

- Peppe B, Press Manager

# BLOG



### HOW I MANIFESTED MY ITALIAN FIANCE

### READ MORE



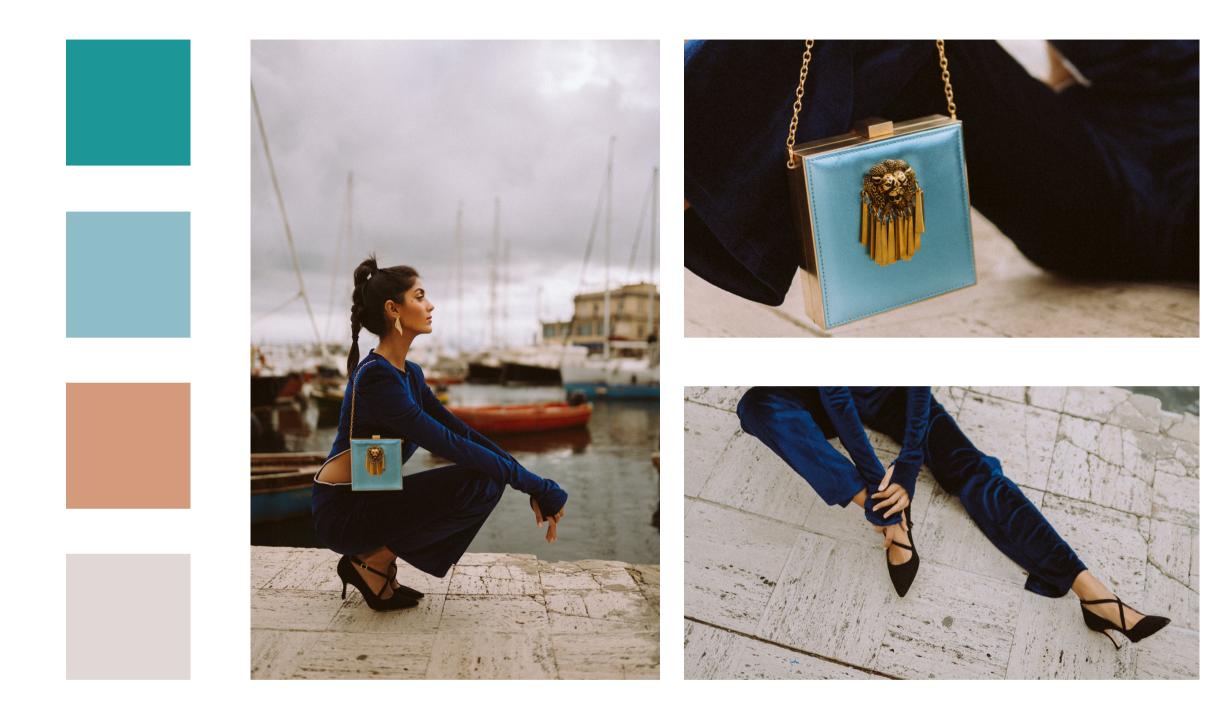
### PARIS IN AUTUMN: AN ENCHANTING & ELEGANT ESCAPE





### DECODING ITALIAN STREET STYLE: MILAN TO NAPLES

### READ MORE



# PORTFOLIO



# SERVICES

**SPONSORED POST OPPORTUNITY** 

INSTAGRAM: POSTS, REELS, STORIES, LIVE TIKTOK: VIDEOS, LIVE BLOG: ARTICLE & NEWSLETTER FEATURE

**CONTENT CREATION SERVICES** 

PHOTOGRAPHY, VIDEOGRAPHY REVIEWS, BLOG WRITING

### MODELING

COMMERCIAL, PRINT, SOCIAL, RUNWAY, EVENT, SHOWROOM





# WHAT THE YRE SAVING



Replied to your story

Omg I LOVEEEE this lo



jas.mine.wilson 26w · 🧡 by author Live your best life and continu

Reply Hide

carinacastagna6 52w · 🧡 by auth This should be in Vogue 🤎 Reply Hide

ruzincweddings 27w · ♥ by auth Okay I freakin love it. 🥶 Reply Hide



cristinamaria722 61w · 🧡 by aut Love that dress! Very classy! look amazing!

Reply Hide



lisawinans 41w · 🧡 by author Oh my gosh! Gorgeous!!! 🥶

Reply Hide

### CULTIVATING A LOYAL FAN BASE SINCE 2019

| look 爸 爸                      | I LOVE IT ITS SO PRETTY AND<br>CHIC   |               |
|-------------------------------|---|---------------|
| uthor<br><b>good! 🥶 </b>      | Iesliedavisjohnson 28w · ♥ by author<br>I absolutely love your posts! ♥<br>Reply Hide | •<br>1        |
| or<br>ue to inspire 📍<br>1    | Fantastic. Looks fabulous. Reply Hide Hide Reply Hide                                 | •<br>1        |
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# LET'S CONNECT

hello@travelwithamby.com www.travelwithamby.com





# <u>@ambymathur</u>