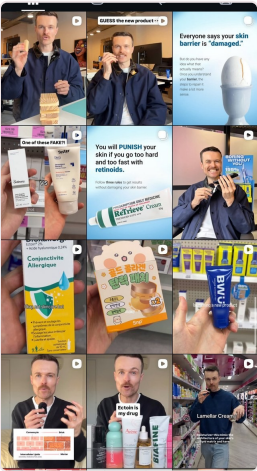


A LITTLE SOMETHING EXTRA

Creator Hit-List *for Breeze Balm*

The job ad asks for someone with a real understanding of trending creators and a knack for genuine partnerships — so rather than just tell you I can do it, I wanted to **show you**. Below are four Australian beauty creators I'd consider for Breeze Balm gifting and partnerships, chosen specifically for fit, audience trust, and content quality — not just follower count.

This is a quick proof-of-concept from my own knowledge of the space — not a finished strategy. With access to Breeze Balm's audience data, past campaign results, and budget, I'd refine this into a proper tiered plan. Think of it as a sample of how I think about creator fit.



Davey Rooney

@skincaredavey · TikTok / Instagram

229K Instagram

Skincare · Founder

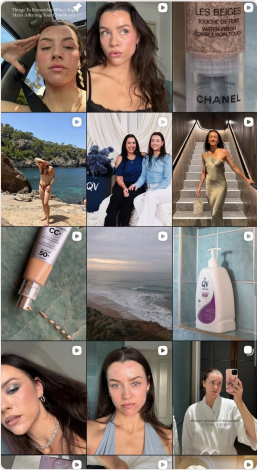
WHY FIT Cosmetic-science background and founder of Australian skincare brand **Boring Without You**. His audience trusts him for **ingredient breakdowns and honest reviews**. Exactly the credibility a results-driven brand like Breeze Balm wants behind it.

APPROACH Lead with the science. Gift the hero product with an ingredient-led angle and invite a genuine, no-script review. As a founder himself, he respects brands that lead with results, not hype.

Credibility play

Ingredient storytelling

Founder-to-founder



Madeleine Edwards

@madeleineedwards · Instagram · Melbourne

52.1K Instagram

Beauty · Authenticity

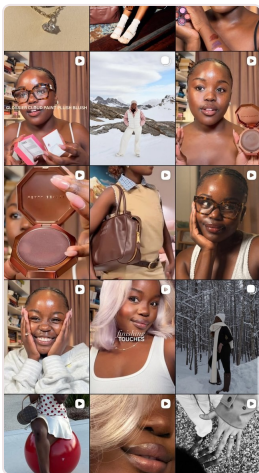
WHY FIT Melbourne-based ex-beauty therapist who shares her real journey with **acne and eczema-prone skin**. That kind of raw honesty resonates deeply with the audience Breeze Balm speaks to — people who care about results, not just aesthetics. Already partnering with QV, Chanel, and Mecca.

APPROACH Soft brief, personal touch — a handwritten note from the founders would land beautifully. Her audience rewards authenticity over scripted partnerships. Position the product as part of her real skincare journey, not just another PR drop.

Authenticity

Skin-journey storytelling

Trust-driven



Tatenda Luna

@tatendaluna · Instagram + TikTok

474K IG · 2.2M TikTok
Forbes 30 Under 30

WHY FIT

Forbes 30 Under 30 (AUS & ASIA), with reach that spans **Australia, Asia, and global audiences**. Brings a storytelling angle — her posts blend skincare, makeup, lifestyle, and personal moments. Already trusted by Fenty Beauty, Glossier, L'Oréal Paris — a strong indicator of her partnership style.

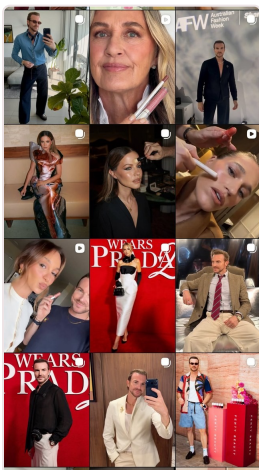
APPROACH

Major reach play with global potential. Best for hero product moments and key launches. Her audience expects high production quality, so brief with care but give her creative freedom — her storytelling is what drives her loyal community.

Global reach

Aspirational

Hero launches



Michael Brown

@mbrown_beauty · Instagram · Sydney

35.5K Instagram
Pro MUA · TV

WHY FIT

Veteran Australian makeup artist, beauty expert, commentator and TV presenter. His content is **expert-driven, editorial, and red carpet-ready**. Builds prestige for the brand — different audience from TikTok creators but high industry authority. Has worked Australian Fashion Week and partners with Fenty Beauty.

APPROACH

Position as a "pro MUA favourite" — gift with a personalised pack and invite a behind-the-scenes story from a real shoot or red carpet. Slower burn, but builds **long-term brand credibility** with industry insiders and beauty editors.

Industry credibility

Editorial prestige

PR multiplier

How I'd take this further

This is just a starter list. With access to Breeze Balm's **audience data, past campaign performance, and budget**, I'd build this into a proper tiered system: hero/macro creators for reach (Tatenda), micro-creators for authenticity and conversion (Madeleine), specialist credibility plays (Davey), and editorial prestige builders (Michael) — each tracked against clear KPIs so we know what's actually working.

I'd also set up a **simple, repeatable gifting workflow** (sourcing → outreach → dispatch → follow-up → reporting) so nothing slips and every creator feels genuinely looked after — because, as your team says, **relationships are everything**.