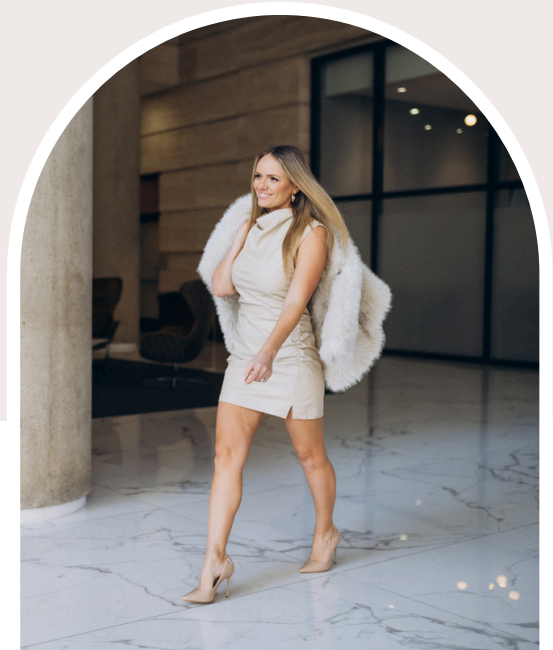


Elena Fedorchenko Tsukanova
@elena_ft_usa

LIFESTYLE, FASHION & TRAVEL CREATOR



hello and welcome

Elena is a Dallas-based lifestyle and fashion content creator with an international perspective, influenced by time spent living in Europe, Italy, and a professional background in interior design. Her experience includes working in the corporate design industry as well as co-owning and running an interior design business.

As a mother of three boys, Elena creates relatable content centered around modern motherhood, travel, fashion, and beauty, content that naturally resonates with her audience.

She partners with lifestyle, fashion, beauty, and travel brands to deliver visually aesthetic, authentic content that connects and performs.

SOCIAL STATS

24.7K

INSTAGRAM
FOLLOWERS

17M+

TOP PERFORMING
REEL

2M+

MONTHLY
VIEWS

Elena Fedorchenko-Tsukanova

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@elena_ft_usa
24K followers

Aug 8 - Oct 7, 2026
60 days



Reel views

16M

Viewers

8.9M

Reels

81

Likes

538K

Comments

4.6K

Reposts

13K

Shares

171K

Saves

52K



Gender

65.6%

• Women

34.4%

• Men

Age range

13-17

3.7%

18-24

12.6%

25-34

27.1%

35-44

38.9%

45-54

12.6%

55-64

3.5%

65+

1.5%

Top countries

1. United States 40.3%
2. India 7.7%
3. Argentina 4.9%
4. Brazil 3.9%
5. Mexico 3.8%

Top cities

1. Dallas 8.2%
2. New York 5.9%
3. Moscow 5.7%
4. Flower Mound 5.0%
5. Los Angeles 3.9%

Insights are aggregated across reels and posts unless otherwise stated.

Exported from Edits

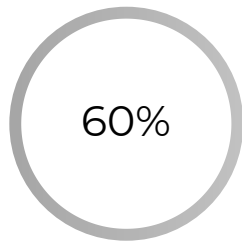
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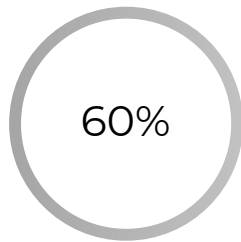
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AUDIENCE DEMOGRAPHICS

Elena's content reaches an engaged audience across the United States and internationally. Her community consists primarily of women and mothers who value lifestyle inspiration, fashion, beauty, travel, and relatable everyday content. Her audience follows her for authenticity, humor, and practical inspiration they can trust.



Women



Age 25-44

TOP COUNTRY

United States

TOP CITIES

Dallas, New York, Moscow



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LIFESTYLE, FASHION & TRAVEL CREATOR

PREVIOUS PARTNERSHIPS

amazon

VICI

Quince


CUPSHE

Mrs. MEYER'S
CLEAN DAY

LANCÔME
PARIS

MAYBELLINE
NEW YORK


DOORDASH

TARGET

SK-II

CONAIR

THE TOX



STK[®]
STEAKHOUSE

ettika

LAURA
GELLER

SEV
laser

LS
LAUNDRY SAUCE


Walmart


WorldSprings™

FEATURED IN

CANVAS **REBEL**

SHOUTOUT DEW

BOLD
JOURNEY

VoyageDallas

Elena Fedorchenko-Tsukanova

@ELENA_FT_USA

LIFESTYLE, FASHION & TRAVEL CREATOR

OUR FAMILY



Let's work together



Dallas, TX, USA



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