

Elena Fedorchenko-Tsukanova

@elena_ft_usa

LIFESTYLE, FASHION & TRAVEL
INFLUENCER



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, 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

15K

INSTAGRAM
FOLLOWERS

17M+

TOP PERFORMING
REEL

400K+

MONTHLY
VIEWS

Elena Fedorchenko-Tsukanova

@ELENA_FT_USA

LIFESTYLE AND FASHION BLOGGER



@elena_ft_usa
14K followers

Dec 9, 2025 - Jan 8, 2026
30 days



Reel views

10M

Accounts reached

5.7M

Likes

632K

Comments

5K

Reposts

12K

Shares

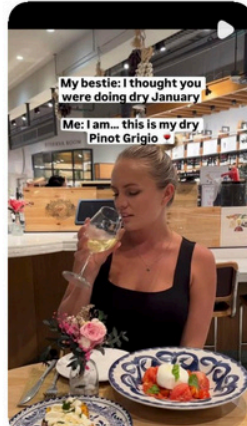
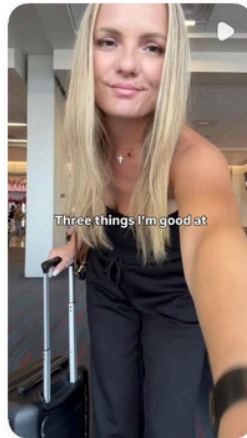
308K

Saves

27K

Reels

40



Insights are aggregated across reels and posts unless otherwise stated.

Exported from Edits

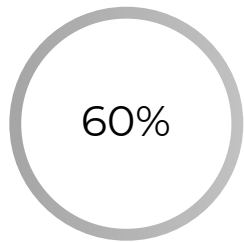
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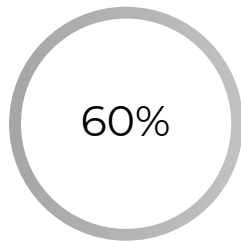
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AUDIENCE DEMOGRAPHICS

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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PREVIOUS PARTNERSHIPS

amazon

VICI

ettika


CUPSHE

Mrs. MEYER'S
CLEAN DAY

LANCÔME
PARIS

MAYBELLINE
NEW YORK


DOORDASH

TARGET

SK-II

CONAIR

THE TOX


SEVEN BREW
DRIVE THRU COFFEE

STK
STEAKHOUSE

EARTHCHIMP

LAURA
GELLER

SEV
laser

T-POST


Walmart


WorldSprings™

FEATURED IN

CANVAS **REBEL**

SHOUTOUT DEW

BOLD
JOURNEY

VoyageDallas

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LIFESTYLE AND FASHION BLOGGER

OUR FAMILY



Let's work together



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