



THE IT GIRL HELEN

Teen Lifestyle & GRWM Creator

Instagram @the.it.girl.helen

TikTok @helenvloggs

Helen is a 13-year-old teen lifestyle creator known for her aesthetic, relatable GRWM content, school routines, fashion hauls, and bedroom decor. Her organic, highly engaged Gen Z audience looks to her for style inspiration and daily motivation.

BY THE NUMBERS

95K+

Followers

+50.3%

90-Day Growth

9.5M+

Viral Reach

336K+

Top Post Likes

AUDIENCE DEMOGRAPHICS

- Gender: 88% Female / 12% Male
- Age 13–17: 28.1%
- Age 18–24: 31.8%
- Age 25–34: 26.4%
- Top Market: United States (24.9%)
- Global: US, India, Algeria, Morocco, Indonesia

PARTNERSHIP OPTIONS

- Dedicated Reel / TikTok Integration
- Natural Routine Feature
- Instagram Story Sequence with Direct Links
- UGC Content for Brand-Owned Channels
- Gifted PR Partnerships for Aligned Aesthetics

TOP PERFORMANCE HIGHLIGHTS (Last 180 Days)

Post	Reach	Likes	Saves	Shares
"Time to lock in" (School Routine)	2.6M	294.3K	18.7K	12.1K
"Happy Monday!" (Homework with Me)	2.0M	219.0K	14.2K	9.8K
"After school routine!" (Lifestyle/GRWM)	1.9M	336.7K	21.4K	15.3K
"Get ready with me!" (Summer GRWM)	1.6M	175.5K	11.8K	8.2K



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Let's Build Something Her Audience Will Love

