



MEDIA KIT · AUGUST 2026

Madriлена

@MADRILENA_

**French vet student & content
creator**

MADRID · LYON

VETERINARY MEDICINE • STUDENT LIFE • LIFESTYLE • FITNESS • FASHION & BEAUTY • UGC

TIKTOK

@madriлена_

INSTAGRAM

@madriлена_

LINKEDIN

Léna Goullioud

CONTACT

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My numbers at a glance

Collected by hand on TikTok and Instagram. No estimates, no projections.

Last updated: August 2026

Reach

38.5K

Total followers

TikTok + Instagram

6.5M

TikTok views

last 365 days

81.5K

TikTok profile views

last 365 days

3.6M

TikTok likes

all time

A young, mostly female audience

Who follows me

Female audience

83%

Aged 18-24

55%

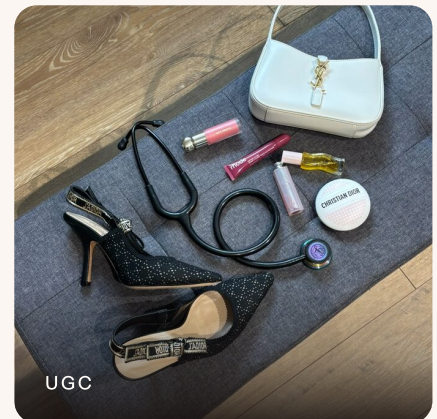
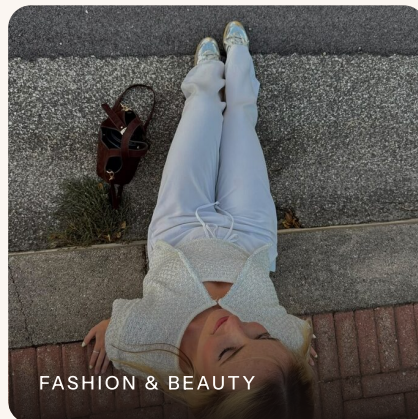
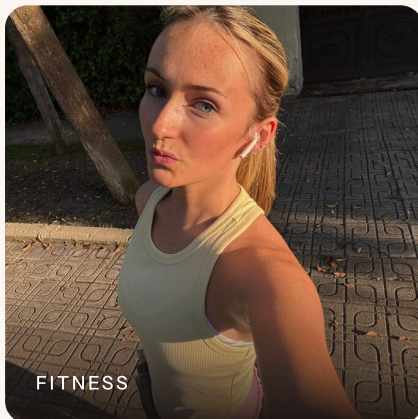
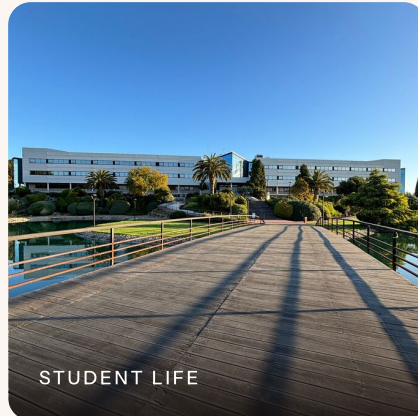
Viewers based in France

85%



What I can create

Formats I already shoot on a regular basis, shaped around your brand and your campaign.



My formats

01 Face-to-camera

I speak straight to my community: an introduction, a review, an answer to a question. This is the format that starts the most conversations in the comments.

02 Educational & study content

Veterinary explainers, study methods, learning tools: the useful content my student audience keeps coming back for.

03 Try-ons & styling

Filmed try-ons, medical workwear as much as everyday clothes, with each piece shown one by one.

04 Unboxing & product discovery

Opening the parcel, first handling, honest first impressions of a product.

05 Sport & sports nutrition

Running, pilates, protein breakfasts: sport and sports nutrition as I actually practise them day to day, between Madrid and Lyon.

06 Places & experiences

Places, addresses and experiences tried first-hand, in Madrid and in Lyon.

07 Product photography & creative shoots

Product compositions and photography, ready to reuse on your own channels.

08 UGC

Content shot for your brand and delivered to you, with or without publication on my own channels.

My content, format by format

Six real posts, filmed and edited by me. Each still opens the video on TikTok.



FACE-TO-CAMERA

C'est valable pour plein d'autres filières !
🦷👩‍⚕️ Lien en bio pour créer...

WATCH ON TIKTOK



EDUCATIONAL & STUDY CONTENT

je vous présente les carnets @poto'veto
💚 -10% avec le code LENA valable sur...

WATCH ON TIKTOK



TRY-ONS & STYLING

vous préférez laquelle?? -10% chez
@Happyblouse avec le lien dans ma bio...

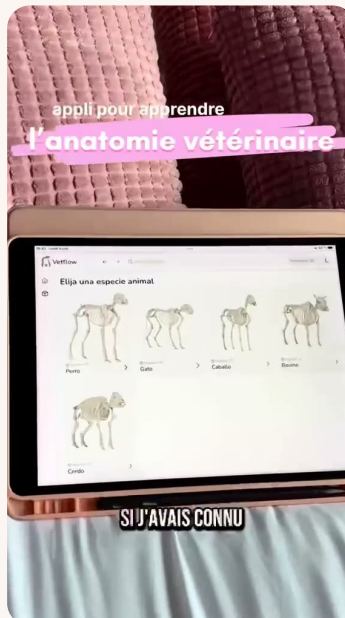
WATCH ON TIKTOK



UNBOXING & PRODUCT DISCOVERY

nouvelle collection @Happyblouse 💙
Koi Solis !! -10% avec LENA10 😊

WATCH ON TIKTOK



EDUCATIONAL & STUDY CONTENT

une app gratuite, plusieurs espèces
dispo, en 3D 🦋 Téléchargez VetFlo...

WATCH ON TIKTOK



SPORT & SPORTS NUTRITION

1 jour = 1 petit dej protéiné 💙🥞 EP.1
Pancakes protéinés Prozis 🥞 25% de...

WATCH ON TIKTOK

Brands I work with

The brands and the organisation I am working with today.



Prozis

BRAND

Sports nutrition and supplements.



Poto Veto

BRAND

Notebooks and resources for veterinary students.



HappyBlouse

BRAND

Medical and veterinary workwear.



Étudier en Espagne

ORGANISATION

Support for French students applying to Spanish universities. Léna is an ambassador.

What we can put together

TikTok

Instagram Reels

TikTok + Instagram

Instagram Stories

Educational content

Product or app demo

UGC

Rates

Rates available upon request and tailored to the collaboration.

Brands I have worked with

Pro Plan France · Les calots de Lolo · Atelier Licette · Inspire Pilates Studio Lyon · Vet Flow

Let's create something together

Email me directly: I answer every proposal myself.

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