

Yoana Dzhendova

Йоана Джендова

ACTRESS · CONTENT CREATOR · SOFIA

Sketches and comedy that the algorithm carries far beyond my follower count.

TikTok @joana.jendo
Instagram @yoana_dzhendova
Web dzhendova.com

6.5M
unique TikTok viewers · 12 mo.

12.7M
TikTok views · 12 mo.

7.6M
Instagram + Facebook views · 90 days

24.5K
followers (TikTok + Instagram)

REACH

- 83% of TikTok views come from the For You feed — the clips reach people who don't follow me yet
- 17.8M views and 1.2M likes on TikTok all-time (252 clips)

AUDIENCE

- TikTok: 69% women · 74% aged 18–34 · 98% Bulgaria
- Instagram: 61% men · 63% aged 25–44 · 89% Bulgaria
- 7.7% engagement · 33 clips over 100K views this year

BRANDS I'VE WORKED WITH

always · sinsay · Carpet Max · Happy
Мазно · Urimil Forte Max · Villa Sintica · Lucy Fashion
GIGI Laboratories · Muse Cosmetics · Beauty Lab · CallMeVexy

RESULTS

- Always — 871K views, 84% women, 94% aged 18–34
- Mazno — 821K views; the brand re-booked me for a campaign twice the size
- Sinsay — 180K views on TikTok + Instagram, 25 s average watch time

WHAT I DO

TikTok videos and campaigns · TikTok + Instagram Reels · Instagram Stories · UGC for ads · guest on shows and podcasts · acting in commercials and film

I write, shoot and edit myself. Rates on request; every project is scoped individually.

Inquiries:
dzhendova.com

Data from TikTok Studio and Instagram as of 18 Nov 2026.