@ecaterina.cotelea

# Ecaterina *Cotelea*



**Motherhood & family creator · US & Canada based**

Real family moments with my son Aaron, with products woven naturally into everyday routines. Baby #2 arrives in January 2027: now booking newborn-stage partnerships.

**Instagram** 10.2K · **Facebook** 5.6K · **TikTok** 1.6K · **YouTube** 390

## 17M

**views in a single month**

across Instagram, Facebook, TikTok and YouTube

### 11.7M
**views in the last 90 days**
Instagram + Facebook 10.1M · TikTok 1.1M · YouTube 0.5M

### 3.3M
**unique viewers**
last 90 days · Instagram + Facebook

### 597K
**interactions**
likes, comments, shares, saves · last 90 days

### 10.6M
**views on the top Reel**
a native Momcozy ad · Instagram + Facebook

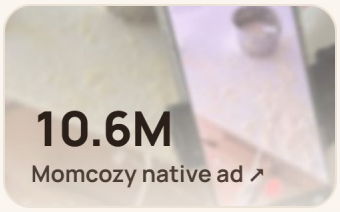
### 10
**Reels past 1M views**
Instagram + Facebook

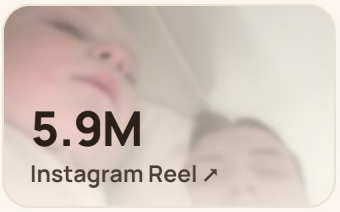
### 32
**posts past 100K views**
Instagram, TikTok and YouTube

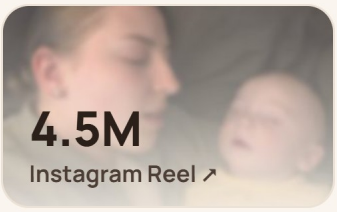
| AUDIENCE | CORE AGE | TOP COUNTRY | NEW AUDIENCES |
|---|---|---|---|
| **73.6% women** | **25–34** | **Canada** | **95% of views** |

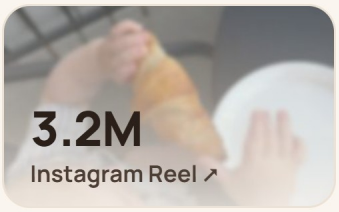
Data as of November 2026

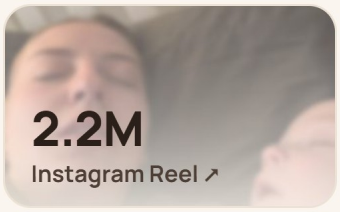
# Videos that keep *going viral*

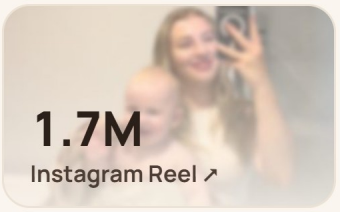


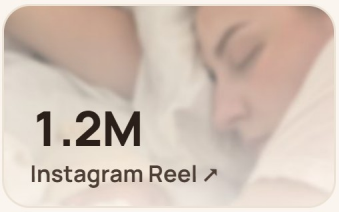










Views per Reel, Instagram plus its Facebook cross-post. Ten have passed 1M, the newest in two days. Tap to watch.

### BRANDS IN MY CONTENT

**LOVEVERY · VICI · Momcozy · Konny Baby · Momanda · Élhée · Artistry · Thyseed · Petit Lem · Deux par Deux · Holy Pals · nēmah** and more

### RESULTS FOR BRANDS

**10.6M views** on a native Momcozy toddler tower Reel, my most-watched video.

**≈20 sales in the first week** through my code ECATERINA for Konny Baby (Oct 2026).

### RATES

Tailored to your deliverables, usage rights and timeline. Tell me about your campaign and I'll send a quote within 24 hours.

Packages: 4-platform Reel · Instagram Reel · UGC videos and 3-packs · Story sets · multi-video campaigns · monthly partnerships.

## Let's create together

collabs@ecaterinacotelea.com · @ecaterina.cotelea

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US & CANADA

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# UGC that feels like *real life*

Mom of a toddler, expecting baby #2, and a beauty professional for over 10 years. I make videos your brand can post on its own channels and run as ads, filmed in a real family home.

### FORMATS

**Unboxing & first impressions** honest reaction on camera

**Day in the life** your product in our real routine

**Problem → solution** the mom moment it fixes

**Review to camera** talking-head testimonial

**How-to** setup, use, tips

**Ad hooks** several openings for testing

### CATEGORIES

Baby & toddler gear · Feeding & sleep · Toys & learning · Pregnancy & postpartum · Home & family · Beauty & nails

### DELIVERED

Vertical 9:16 · edited video plus raw files · versions with and without captions and music · 3 hook options on request

## HOW IT WORKS

**01**
### Brief
You send the product and goals.

**02**
### Script
Hooks and outline for your approval.

**03**
### Film & edit
Shot and edited in-house.

**04**
### Delivery
Within 7 days of receiving the product.

## PORTFOLIO



**Momcozy**
Native ad · 10.6M views ↗



**Konny Baby**
Toddler clothing ↗




**Thyseed**
Product demo ↗

**More samples on request**
Raw files and hook variations included ↗

## Let's make your next ad

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Rates tailored to each campaign