

# DELFINA LASSALLE

## Social Media Brand Strategist & Content Creator

Content Strategist and Creator with 6+ years of experience building visually driven, strategic content for brands across social platforms

### EXPERIENCE

---

#### Multiple Brands (Freelance) – Argentina

2019 – Present

- Developed and executed social media and content strategies across fashion, beauty, technology, and lifestyle brands.
- Worked across multiple roles per brand, including strategy, content creation, and brand storytelling.
- Produced short-form video, photography, and written content for Instagram, TikTok, and YouTube.
- Used performance metrics and audience insights to refine content strategy and growth.

#### Content Operations Intern

TikTok – Los Angeles, CA

May 2025 – Aug 2025

- Managed TikTok LIVE earned media channels to amplify LIVE content highlights.
- Supported production and coordination of multiple LIVE programs.
- Assisted with reporting, performance tracking, and program recaps.
- Collaborated with cross-functional teams in fast-paced content operations workflows.

#### Marketing Assistant & Content Creator

College of Design, Architecture, Art, and Planning  
(University of Cincinnati)

Aug 2024 – May 2025

- Led podcast production, hosting, editing, and episode content strategy.
- Developed trends-driven content and social media strategy across multiple channels.

### EDUCATION

---

#### Master of Design (MDes)

University of Cincinnati – College of Design, Architecture, Art, and Planning  
Aug 2024 – May 2026 (Expected)

#### Bachelor's Degree in Audiovisual Communication

Universidad Blas Pascal, Córdoba, Argentina  
Mar 2019 – Dec 2023

### LANGUAGES

---

- **Spanish:** Native
- **English:** Fluent

### PORTFOLIO

---

<https://www.delfinalassalle.com/>

### CONTACT

---

 513-222-8020

 lassalledelfina@gmail.com