

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

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