

ALESSIA CAPASSO

COMMUNICATION & CONTENT STRATEGIST

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CONTENT & COMMUNICATION STRATEGY PORTFOLIO

2026–Present

Alessandra De Marco
Wedding & Portrait Photographer

Digital Presence & Business Consulting

Provided strategic consulting to optimize digital foundation, focusing on local search and website conversion.



Key results (Feb–Aug 2026)

- +60% ROI via Google Business Profile optimization
- Complete brand overhaul
- Website restructuring and business plan optimization



2025–Present

Event Planet Group

Content Strategy, Social Media & Community Management
Developed and managed cross-platform content for a
PCO in the medical and scientific field.



Key results (May–Aug 2026)

- +40% IN impressions
- +14K IG views
- +53% growth in IG followers



2025–Present

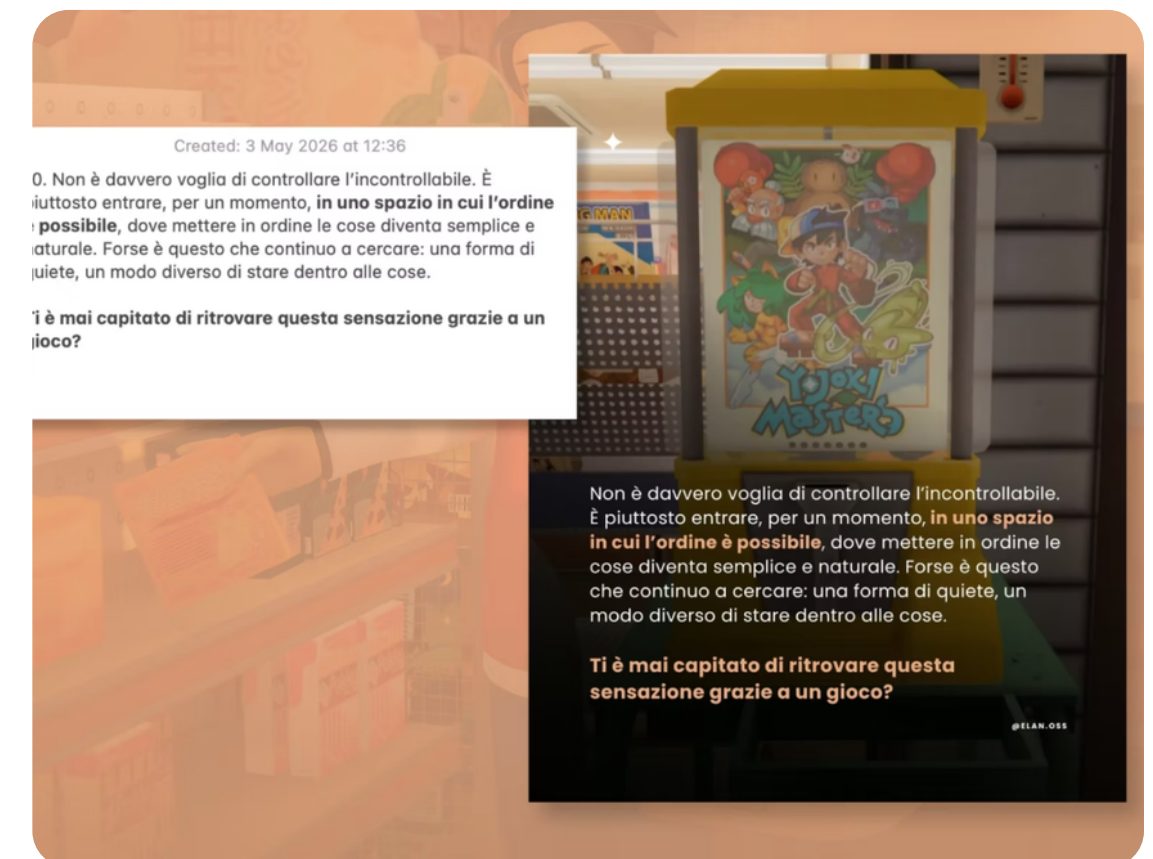
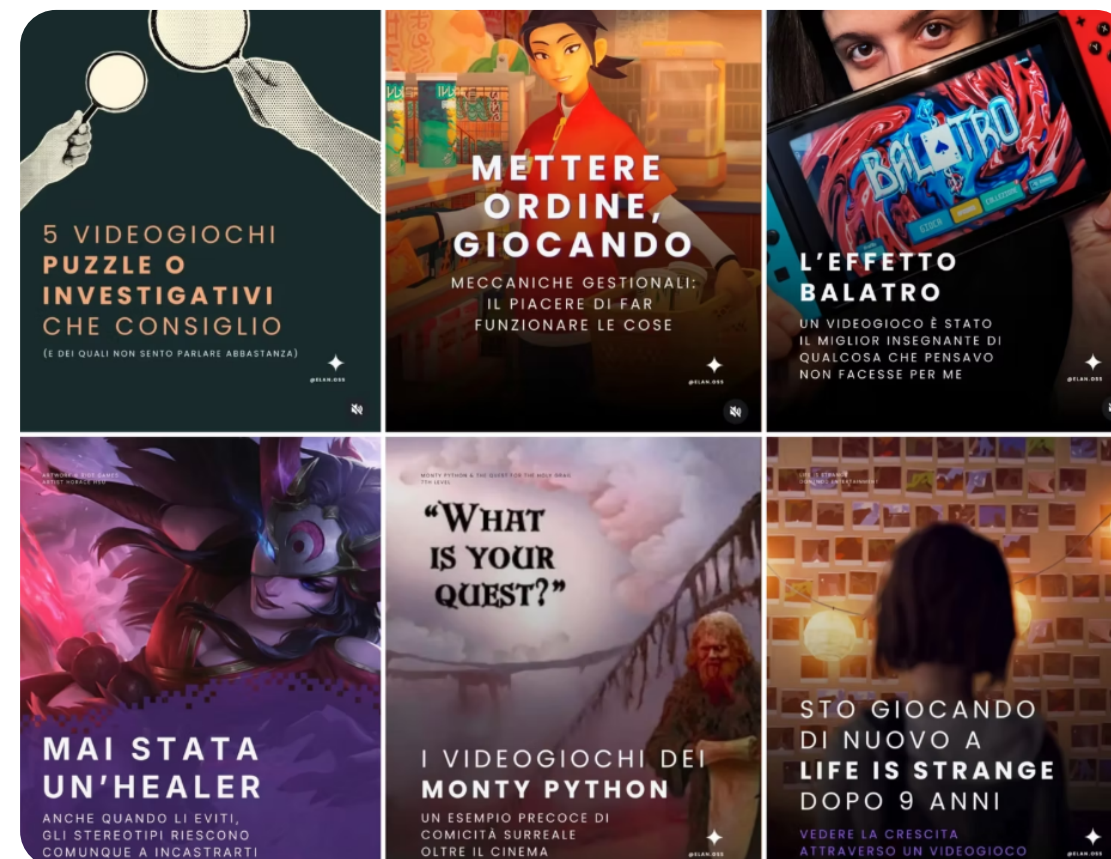
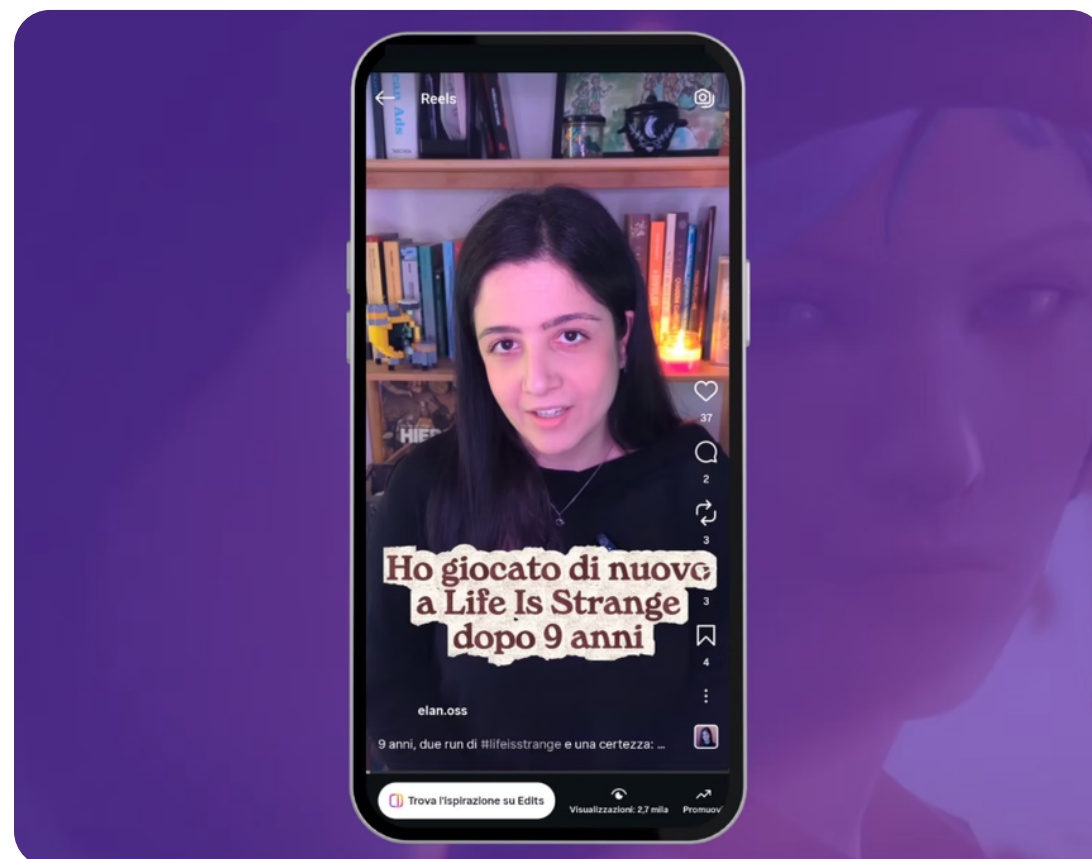
Personal Brand Gaming & Interactive Storytelling

Content Strategy, Creation & Community Management
Developed a cross-platform content strategy focused on gaming culture, narrative design and player experiences.



Key results (Mar–Jun 2026)

- 150K+ IG views
- 3K+ IG interactions
- 7% growth in IG followers
- 43K+ TikTok views
- 2K+ TikTok interactions



2025–Present

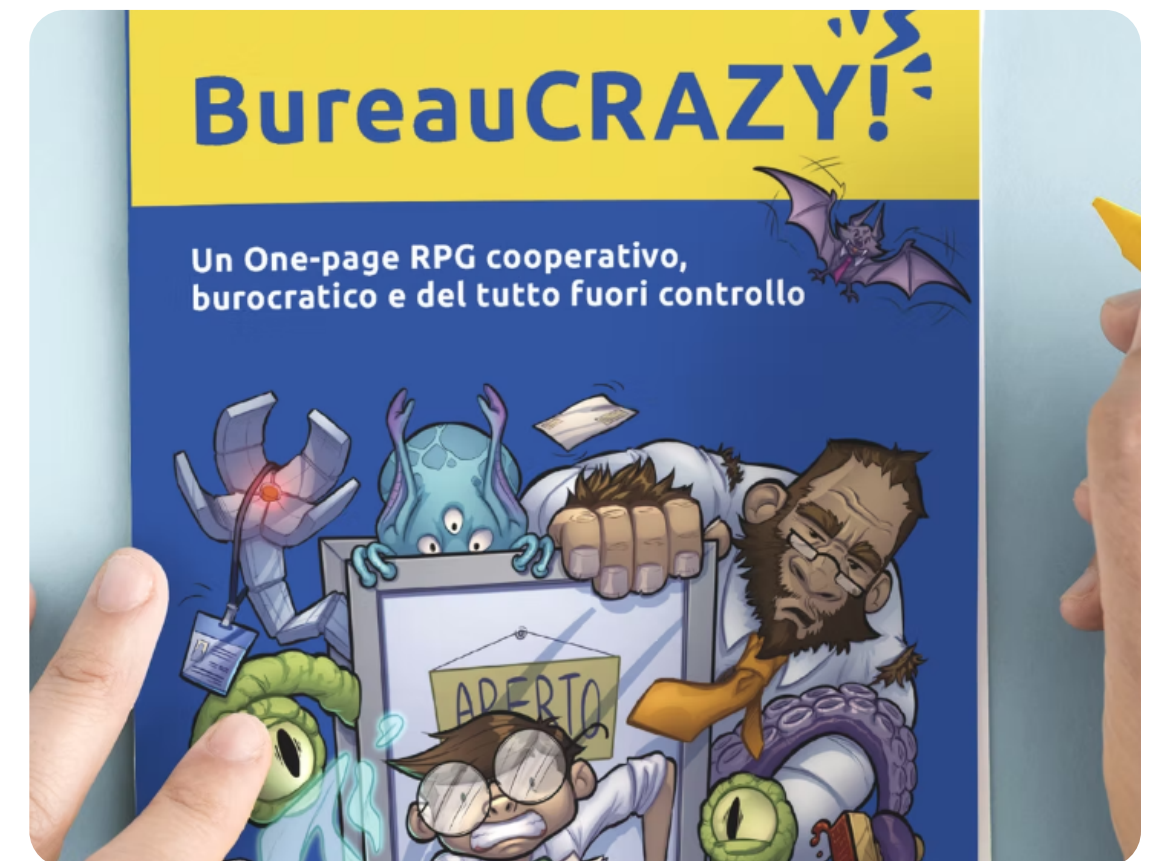
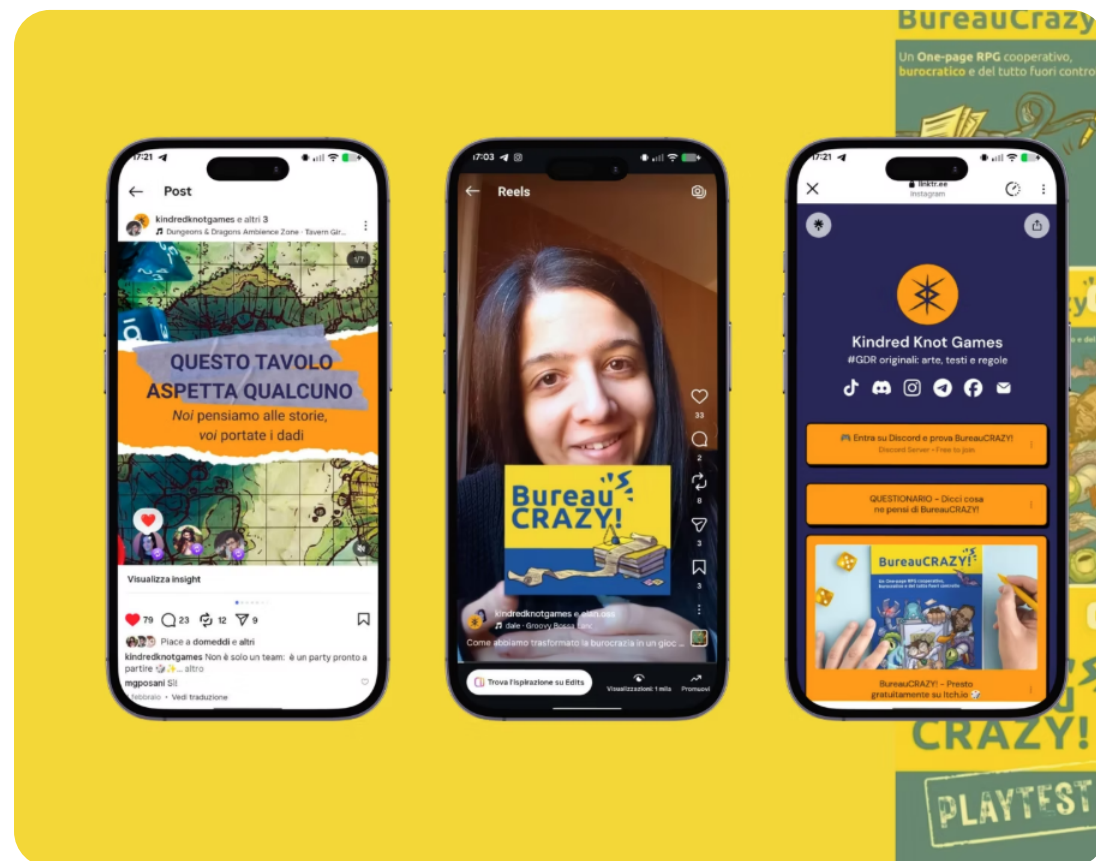
Kindred Knot Games

Content Strategy, Social Media & Community Management
Developed and managed cross-platform content for an independent TTRPG game studio.



Key results (Jan–Jun 2026)

- 47K+ views across IG and FB
- 5K+ reach across IG and FB
- 2.5K+ interactions across IG and FB
- 12K+ TikTok views



2022–2024

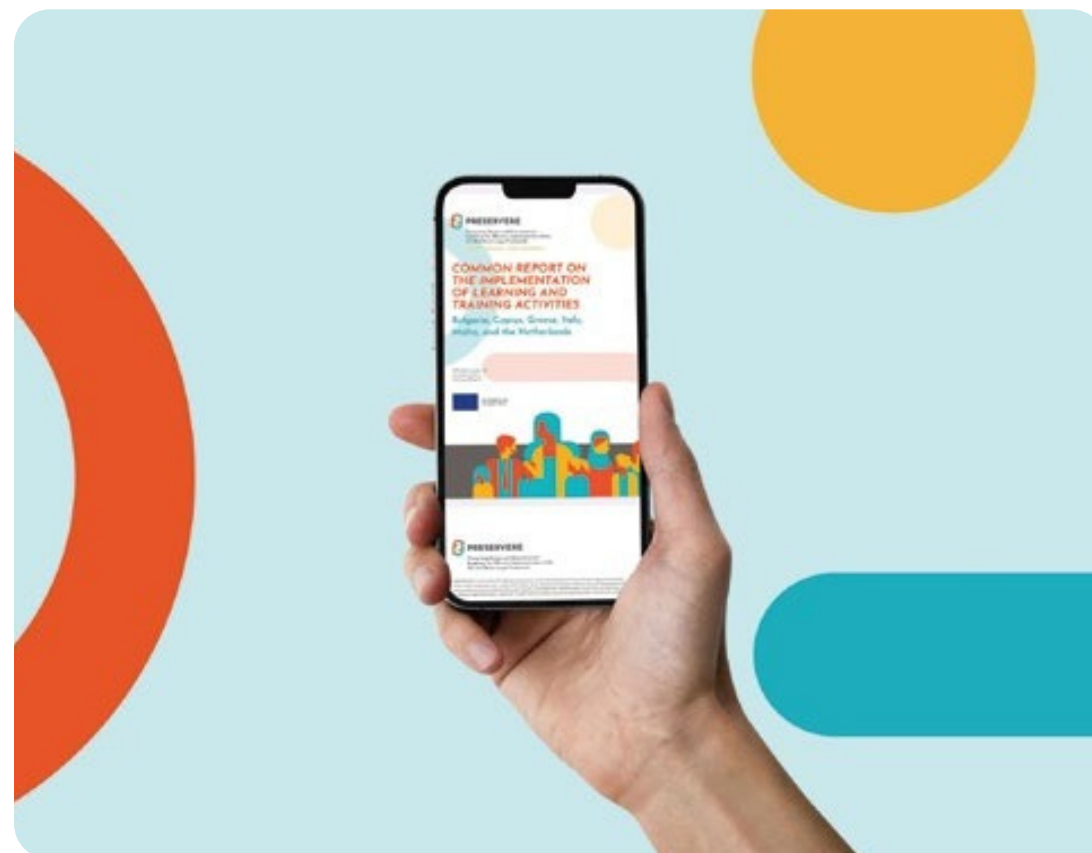
PRESERVE

Promoting anti-racism with a legal perspective

Content Strategy, Social Media & Community Management
Managed editorial content for a multi-channel awareness project focused on anti-racism and legal education.

Key results

- 20K+ Facebook reach
- 15K+ LinkedIn reach
- 3K+ followers across channels



2% IN MALTA
OF PERSONS OF **AFRICAN DESCENT**
LIVE IN HOUSES THEY OWN COMPARED
TO 81% OF THE GENERAL POPULATION



2018–2019

The Tour Guy

Content Strategy, Social Media & Community Management
Created and managed social media content for an international travel brand, across social channels and YouTube.



Key results

- 2x increase in YouTube conversions
- 30% increase in engagement among US audiences



2017-2018

宿きらまち VILLAGE KIRAMACHI

Content Strategy, Social Media & Community Management
Developed social media content, adapting communication to European, US, and Japanese audiences.

Key results

- 2x increase in engagement among European and US audiences
- Developed a social media campaign targeting Japanese audiences

