ALESSIA CAPASSO

COMMUNICATION & CONTENT STRATEGIST

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CONTENT & COMMUNICATION STRATEGY PORTFOLIO

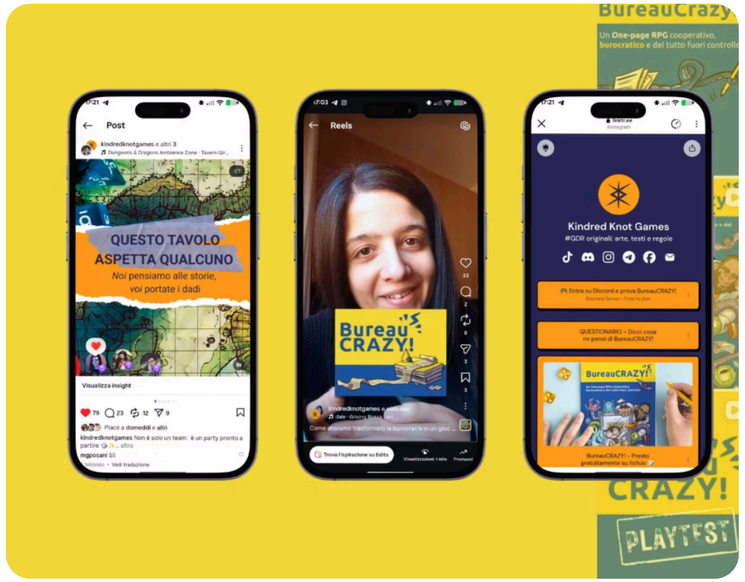
2025-Present

Kindred Knot Games

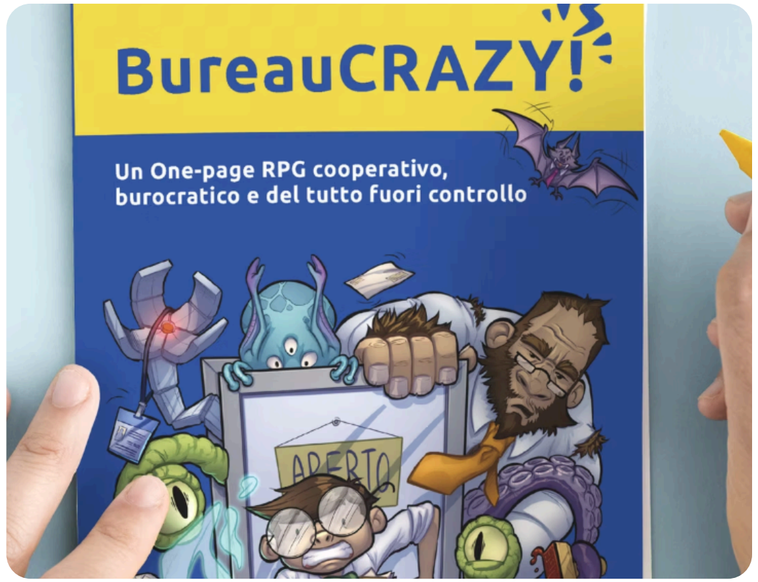
Content Strategy, Social Media & Community Management
Developed and managed cross-platform content for an independent TTRPG game studio.

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







2026-Present

Alessandra De Marco
Wedding & Portrait Photographer

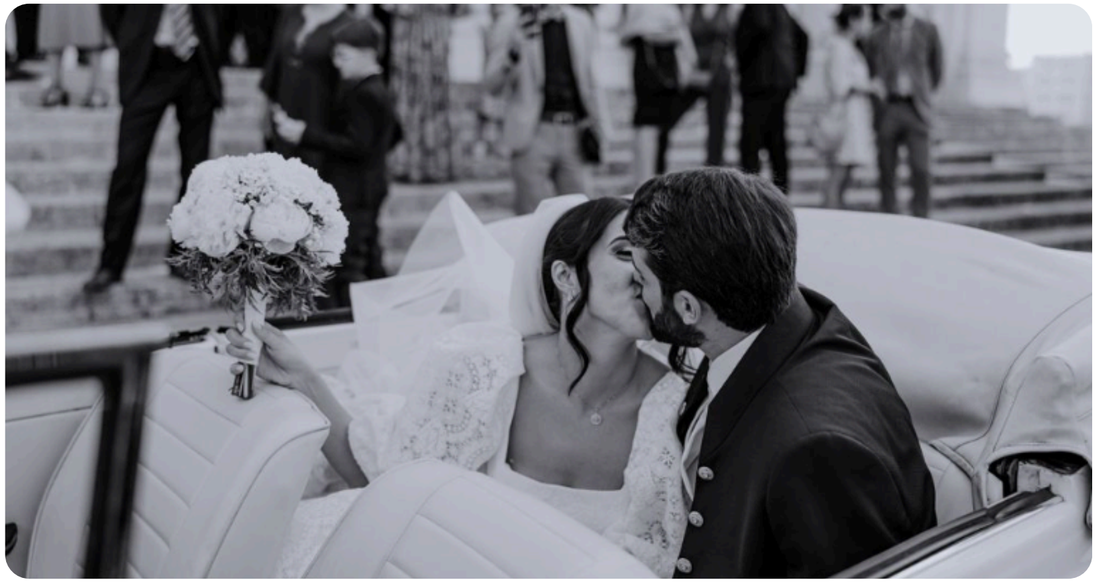
Digital Presence & Business Consulting

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







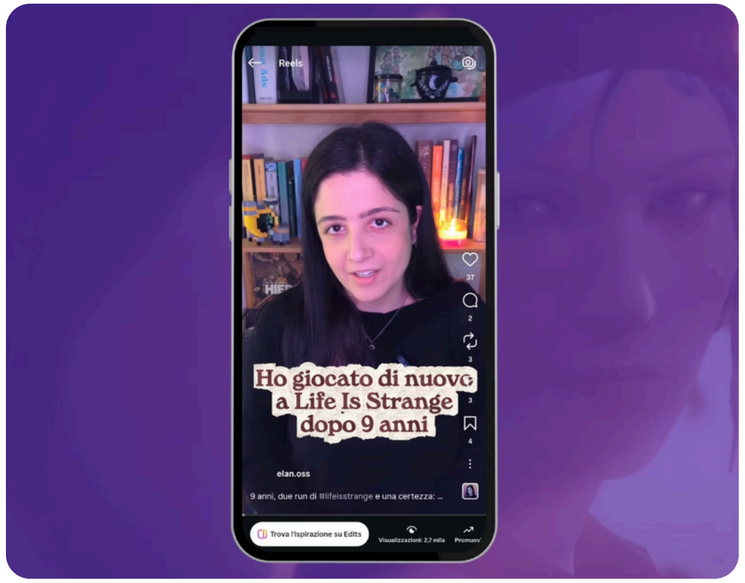
2025-Present

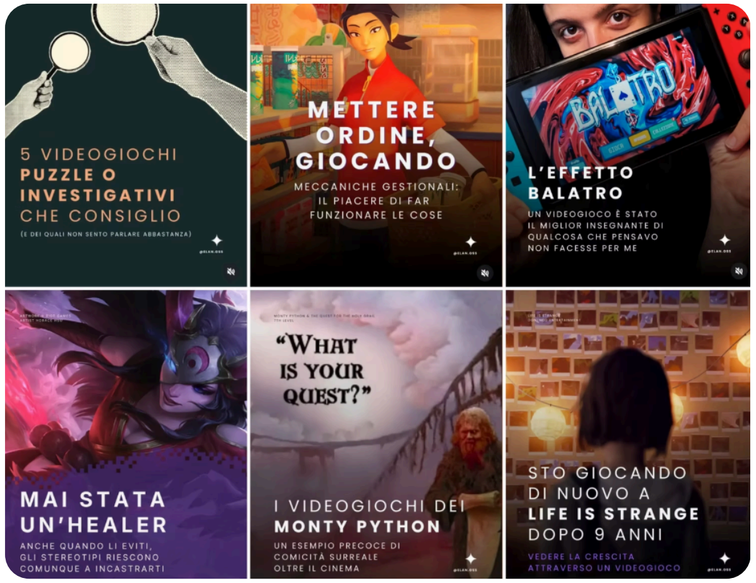
Personal Brand
Gaming & Interactive Storytelling

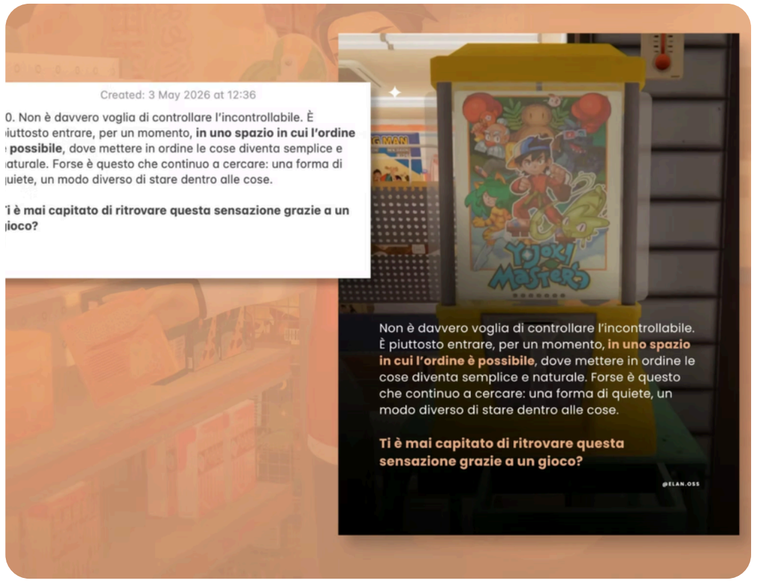
Content Strategy, Creation & Community Management
Developed a cross-platform content strategy focused on gaming culture, narrative design and player experiences.

Key results (Mar-Jun 2026)

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







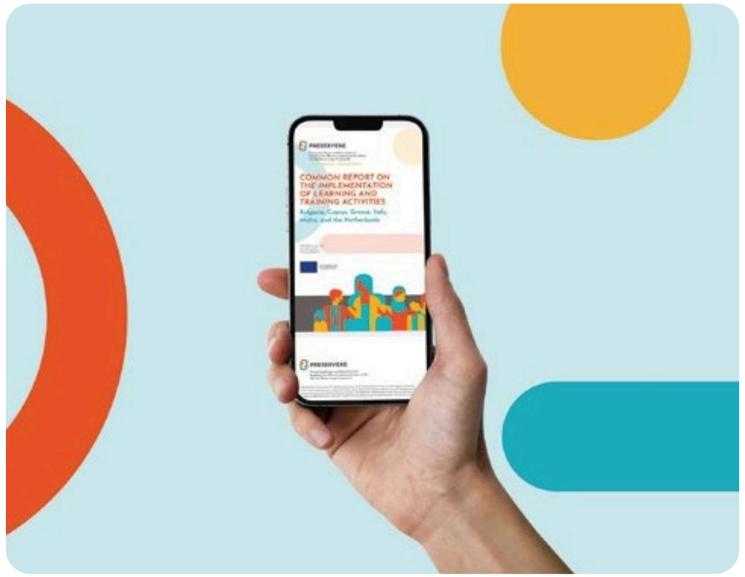
2022-2024

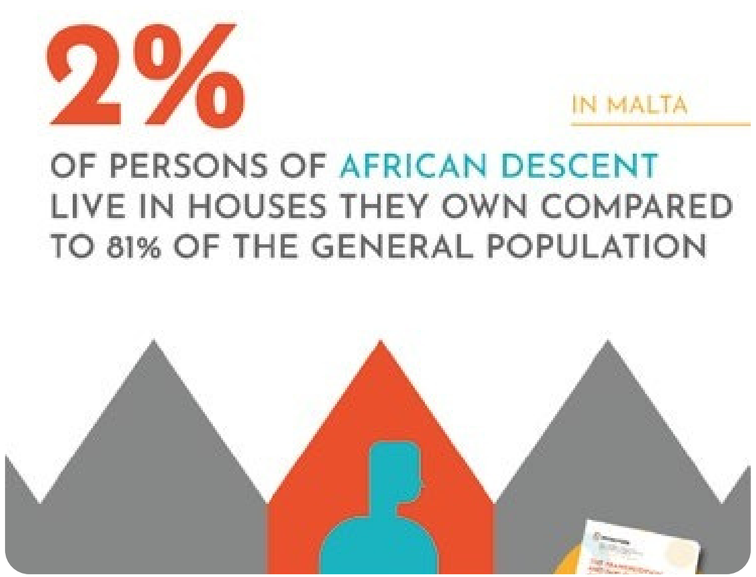
PRESERVERE
Promoting anti-racism with a legal perspective

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







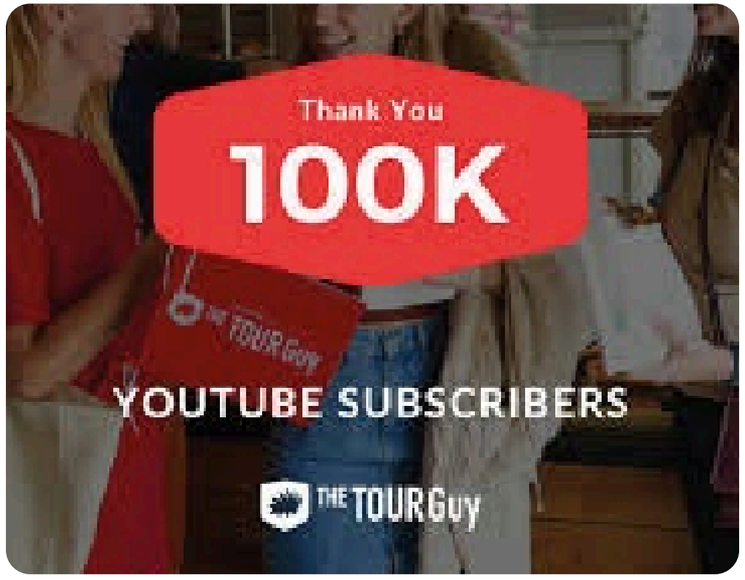
2018–2019

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





