



Eloisa Faltoni

X

*Drowsy*

**Content, Community  
& Social Media**

I build content that makes brands grow  
and feel worth following.

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# PROJECTS I'VE BUILT

## Glucose Goddess *Content & Digital Communications · 2021–2023*

I joined Jessie Inchauspé's team when her Instagram had 116K followers and we set ourselves a target that felt ambitious — **reach 1 million followers before her first book dropped**. We hit it. By the time I left, the account had grown to **over 2 million followers across Instagram**, with TikTok built from zero and YouTube launched alongside it.

Beyond the numbers, what I'm most proud of is the **content system** we built.

I helped establish repeatable formats that made complex nutritional science feel accessible and shareable — the kind of content people screenshot, save, and send to friends. And from my first weeks on the team, I kept pushing for an **online course**. I could see the audience was ready for it. That course became one of the brand's most significant revenue streams. It started as my idea.

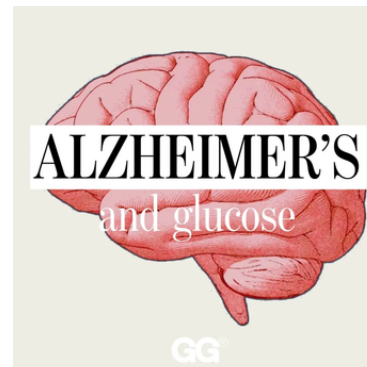
**116K → 2M+**  
Instagram

**0 → 500K+**  
TikTok

**2 books**  
Launch

**1 course**  
Revenue driver

so much fun shooting this video



## Un Gato en la Cocina *Founder · Content & Community Lead · 2016–present*

This one is personal. I started Un Gato en la Cocina in the pockets of time I had between other work — no team, no budget, no roadmap. Just a genuine belief that eating well should feel joyful, not punishing. I built everything myself: the content strategy, the editorial calendar, the social presence, the newsletter, the website, the product.

That brand became Love Every Meal — a **digital platform** where I sell healthy meal plans online. In its **first year it generated over €10K in revenue**. It also led to a publishing deal with Penguin Random House for my recipe book, which is now in its second edition.

Every follower, every subscriber, every sale came from content I made, formats I tested, and a community I built one person at a time.

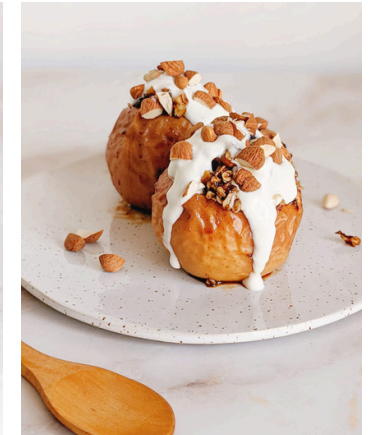
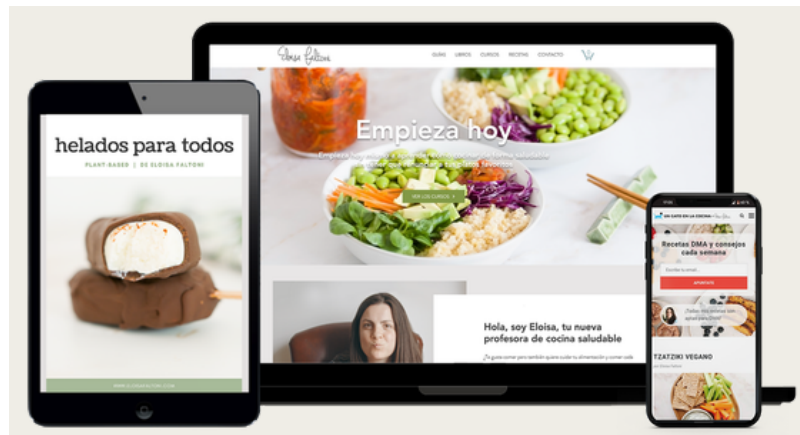
**20K+**  
Newsletter

**18K+**  
Instagram

**10K+**  
YouTube

**26K+**  
Facebook

**€10K+**  
Year 1 revenue



## Danielle Hamilton Health *Content & Digital Communications · 2023-2025*

Danielle is a functional health practitioner with a strong audience, and a business built largely around her courses, newsletter and podcast. When I joined, Instagram was just over 70K. We set a **target of 100K followers** and hit it.

But the more interesting work was structural. We **rebranded the podcast entirely** — from "The Sugar Shackles" to "Light Up Your Metabolism" — a change that better reflected the brand's evolution and widened its reach.

I also **redesigned her newsletter**, creating a recurring format called Metabolic Monday: a curated weekly edition covering fresh wellness research, interesting topics, products, and course promotions. It became one of the strongest engagement touchpoints in the business. A good newsletter isn't just content — it's a relationship, and this one was built to last.



Mitochondria Deep Dive

### This decline starts earlier than you might think

30s

● Average aging  
● Healthy aging

Age-associated mitochondrial decline leads to a progressive decline in our metabolism, our overall energy levels, our resiliency, our skin health and our muscle function.

## Blood Sugar MASTERY

INCLUDES:

Get personal coaching from me on 16 live coaching calls

CONTROL YOUR BLOOD SUGAR SO IT STOPS CONTROLLING YOU!

Urolithin A Deep Dive

## Mitopure

Directions: The recommendation is to take 500mg of Mitopure per day for a minimum of 4 months to support mitochondrial health and muscle function.

Main ingredient:

Oc1ccc2c(c1)c(O)c3cc(O)ccc3o2

Urolithin A

Improved mitochondria

Muscle strength increases by up to 12%

Muscle endurance increases by up to 17%

Mitopure unlocks 6x more Urolithin A than diet alone

Danielle Hamilton + Timeline

## How to Safely get Vitamin D from the Sun for Better Blood Sugar

## Are Breakfast cereals healthy?

# CONTENT FORMATS I'D CREATE FOR DROWSY

## Format 01: What 8 hours actually looks like

"I tracked my sleep for 30 days with Drowsy. Here's what changed."

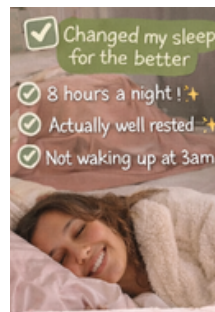
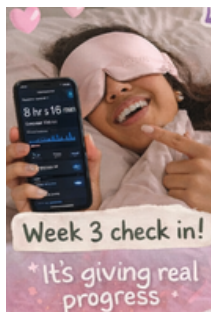
Serialised content — a real person, a real experiment. Week 1 / Week 2 / Week 3 / Month check-in.

**UGC authenticity meets brand storytelling.** Drives algorithmic loyalty through return viewers and anchors Drowsy as a lifestyle transformation. Series format builds a community that comes back. Positions Drowsy not as a product but as a turning point.

Instagram

Youtube

What the UGC can look like



Drowsy campaign's inspiration

## What 8 hours actually looks like

I tracked my sleep for 30 days with Drowsy. Here's what changed.



## Format 02: The ritual, frame by frame

*"This is my 9pm. No talking. Just the ritual."*

Silent or low-music close-up videos of a **real evening routine** — products, textures, candles, soft light. No face, no script. Pure atmosphere, shot like editorial film. Scalable with influencers and UGC creators who live the Drowsy lifestyle.

*Sleep content performs best when it feels like sleep. High retention, highly shareable, builds brand identity without selling. Each video is a world you want to live in.*



Instagram

TikTok

## Format 03: Did you know your evening is sabotaging your sleep?

*"3 things I stopped doing before bed that changed everything."*

**Educational short-form:** science-backed sleep tips in a warm, personal tone. Talking-head format. Strong hook, one key insight, soft Drowsy tie-in at the end.

This is the Glucose Goddess playbook applied to sleep. Complex topic → clear, genuinely useful content → brand credibility. Top-of-funnel, high save rate, drives shares. Sleep science is an untapped goldmine for this format.

Instagram

TikTok

Youtube Shorts

# ONE IDEA I COULDN'T STOP THINKING ABOUT

## Sleep Like an Icon — limited edition collection series

*When you sleep like an icon, you wake up ready to become one.*

Imagine a series of limited-edition collections inspired by iconic women — scientists, artists, musicians, film stars. Each collection is a **tribute to a woman who changed the world**, and an invitation to unlock that same energy. Different icons, same truth: self-care is the foundation of everything.

First collection: **Jane Austen**. Romantic, literary, warm. Sleep masks, hair ties, a signature floral scent, candles in antique tea cups, and a habit tracker journal. Candlelight, pressed flowers, soft pinks .

### Multi-channel content pillars per launch

- **Who was she?:** Educational series on the icon's life
- **The unboxing ritual:** Atmospheric, slow-paced reveal videos
- **What would she do tonight?:** Creator content imagining her evening with Drowsy
- **Sleep Like an Icon challenge:** UGC engine built into every collection launch

### More than a content format

Each new collection is a PR moment, a cultural conversation, and a **new audience acquisition event**.

BookTok, science Twitter, film communities, music fans — every icon opens a door to a world that wasn't following Drowsy yet. And the core message — that taking care of yourself is the foundation of becoming who you want to be — never gets old.

*\*got inspired by my Jane Austen Book club\**

## Wher the series goes next

### Marie Curie

Ice blues & silver · for women who run on curiosity

### Frida Kahlo

Bold florals & deep reds · for those who turn pain into art

### Josephine Baker

Gold & joy · for those who take up space fearlessly

### Ada Lovelace

Deep navy & brass · for the original visionaries



# HOW I'D TURN DROWSY INTO A HIGH-PERFORMING SOCIAL BRAND

Sleep is universal, emotionally loaded, and deeply underserved in content. People aren't just looking for better sleep — they're looking for **permission to slow down**.

My approach would start with identity before output.

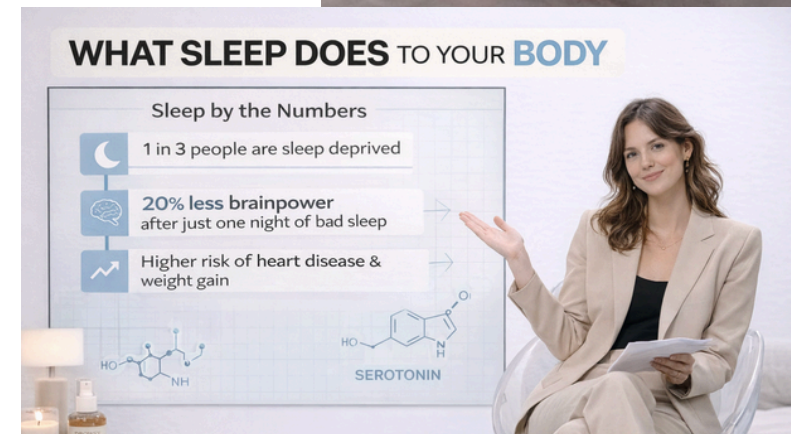
Before publishing more, I'd **define 3–4 repeatable content pillars** — atmosphere, education, transformation, ritual — and build a distinct visual and tonal language for each.

Then I'd build the engine.

I'd prioritise short-form video as the growth engine (TikTok + Reels), with educational hooks inspired by what worked at Glucose Goddess — where content that taught people something real drove both virality and deep brand loyalty. Sleep science is an untapped goldmine for this.

Then I'd scale through creators: not just UGC for volume, but a small group of aligned influencers who genuinely live the Drowsy ritual and make content people want to steal.

**The goal:** Within 1 year, Drowsy becomes the account people send their friends when they say they can't sleep.



## WHY DROWSY, WHY ME, WHY NOW

I've never applied for a job just because it exists.

Every project I've chosen — Glucose Goddess, my own brand, my current job — has had something in common: **it's genuinely good for the people it reaches**. I care about that.

Helping people sleep better, slow down, and take care of themselves isn't a marketing brief to me. It's something I believe in. Drowsy's values feel like mine.

- **'All ideas are valid'** — that's how I work. The course at Glucose Goddess started as my suggestion in week one.
- **'We can always be better'** — I don't stop at the first version. I test, I iterate, I want to know why something works.
- **'Authenticity'** — I've built my own brand by being completely myself, and it resonated because it was real.

I'm also a builder by nature. I don't need a large team or an existing playbook to do my best work. Some of what I'm most proud of started from nothing — a blank account, a blank page, an idea I wouldn't let go of. That's exactly the kind of energy a build phase needs.

A plus: I'm **based in Barcelona**, I'm already here, and I'm genuinely excited about what Drowsy is creating. I'd love to be part of it.

### I've built a brand from zero

Un Gato en la Cocina started as a side project in spare hours. I grew it into a multi-platform brand with a publishing deal, a product line, and €10K+ in year-one revenue. I know what it takes to build with no team, no budget, and no roadmap.

### I understand how to make complex topics drive growth

At Glucose Goddess, health science content routinely went viral because we made it genuinely useful and easy to understand. Sleep science has the same potential — and almost no brand is doing it well yet.

### I'm comfortable on camera

I've created talking-head content, tutorial formats, and personal storytelling pieces. I can be the face when needed — and I understand how to coach creators to do the same.

## A LITTLE MORE ABOUT ME

I'm originally from Rome, but Barcelona adopted me a long time ago. In between, I've lived in Paris and Kobe and somehow I always end up back here. I think that says something about how I move through the world: curious, open to going wherever things take me, but with a clear sense of where home is.

I'm a **creative person at my core full of energy**, hands-on, and genuinely passionate about the work I do. I don't wait for the perfect plan; I try things, see what resonates, and build from there.

The people I've worked with tend to highlight two things about me: my **creativity and my commitment**. When I'm in, I'm all in. I care deeply about people, the team I work with, the community I'm building for, and the person on the other side of the screen.

And I'm drawn to **projects that do something good in the world**. Every brand I've chosen to work with from nutrition science to food culture to training has had a genuine positive impact at its heart. That's not a coincidence.

Outside of work, I cook and I read. A lot. I think those two things are more relevant here than they might sound: cooking taught me that ritual, texture, and sensory detail are how you make people feel something. And reading - well, it's why a Jane Austen sleep collection makes perfect sense to me.

Me



My latest breakfast obsession

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Online version

