

A woman with her hair in a bun, wearing a white headband and a white sweater with black geometric patterns, is sitting and reading a book. She is in a library or bookstore, with bookshelves filled with books in the background. The scene is softly lit, creating a calm and studious atmosphere.

Eloisa Faltoni

Portfolio

**Content, Community
& Social Media**

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

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.

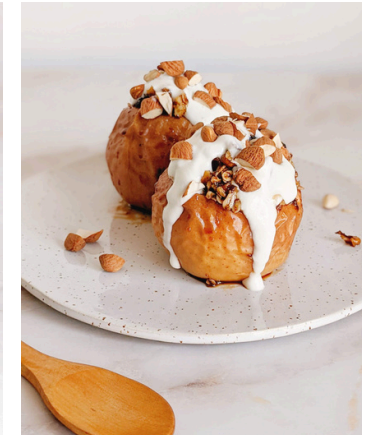
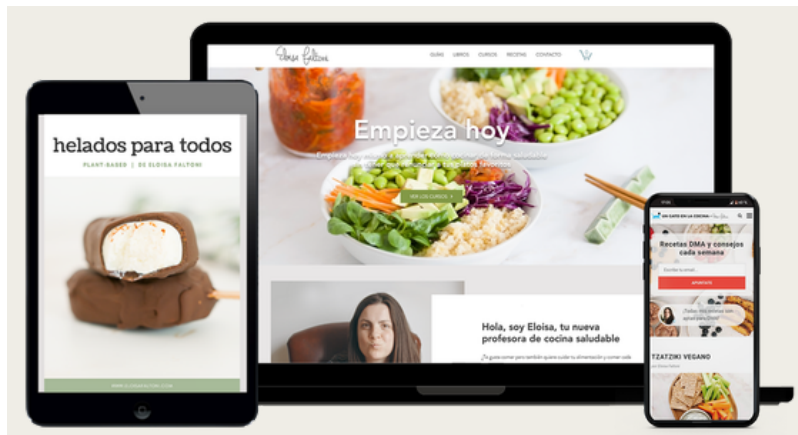
20K+
Newsletter

18K+
Instagram

10K+
YouTube

26K+
Facebook

€10K+
Year 1 revenue

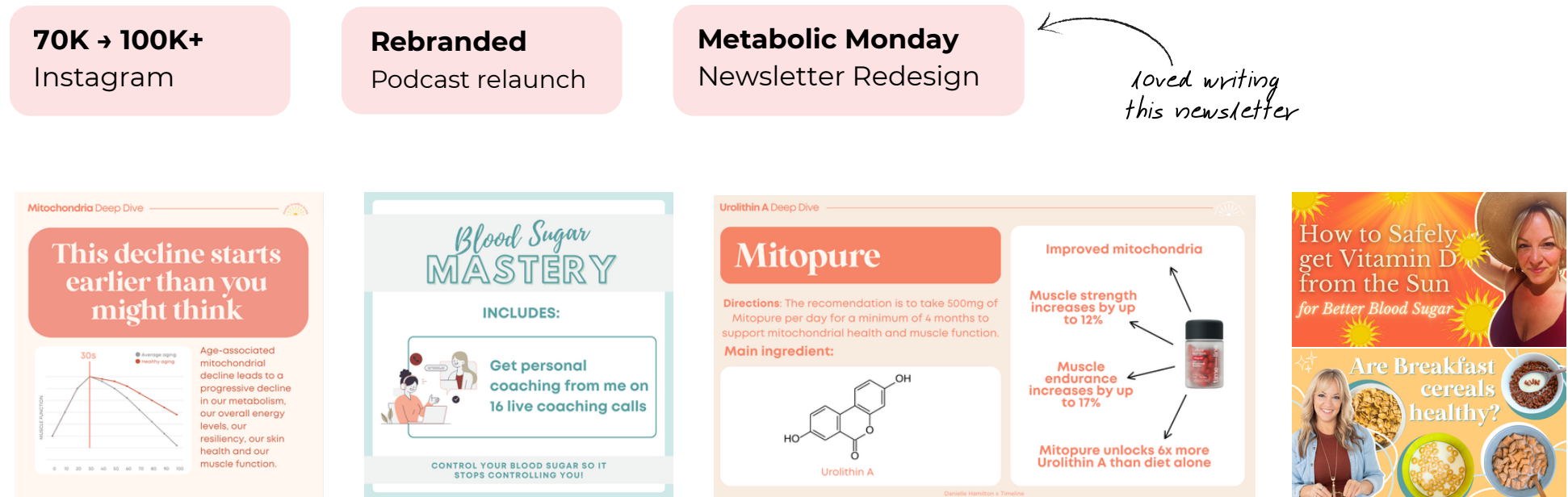


Danielle Hamilton Health *Content & Digital Communications · 2023-2025*

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.



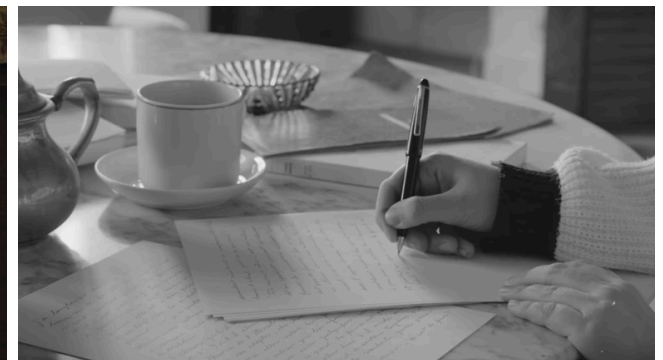
SIDE PROJECTS I'VE MADE FOR FUN

Cinema & Visual Storytelling

I've always seen cinema as the ultimate medium for storytelling. This passion has led me to write and direct short films where I experiment with visual rhythm and narrative depth.

- **Simone & George** (Paris, 2023): A mini-series **inspired by the feminist writings** of Simone de Beauvoir and George Sand. Both films feature the voice of renowned activist **Élisabeth Cadoche**.
- **Award-winning Micro-cinema:** My film *Simone* received a Special Mention at the "Pioneras en 60 segundos" contest by Cultura Inquieta (2023).
- **El Desván** (Barcelona, 2024): A recent collaboration with playwright **Eugenia Kléber**, exploring the intersection of literature and memory.

I've made a replica
of Simone de
Beauvoir's desk



Theater: Adapting & Directing

Theater is where my love for strategy meets live execution. I enjoy the challenge of adapting complex texts and leading teams to bring a vision to life on stage.

- **Fobias** (2025): I adapted and directed this play for a successful season at Sala Off Barcelona.
- **Red Wolf** (2016): An award-winning production where I served as both director and adapter.
 - **Winner:** Best Poster (National University Theater Festival).
 - **Winner:** Best Actress (Cascabeles Festival, Barcelona).
 - **Nominations:** Best Actor and Best Adaptation (Cascabeles Festival, Barcelona).



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.

Beyond my professional work, I am a firm believer that life is richer when seen through the lens of creativity. You will often find me lost in a **good book**, exploring an **art gallery**, or immersed in the world of **cinema and theater**. For me, these aren't just hobbies; they are the sources that fuel my imagination and keep my storytelling fresh and human.

Me



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Online version

