

# ROSARIO LAMA STRA

WWW.ROSARILAMA STRA.COM



## WORK EXPERIENCE



### CO FOUNDER / CREATIVE DIRECTOR

Frankie / [www.estudiofrankie.com](http://www.estudiofrankie.com)

Creative studio that specializes in creating digital content.

September 2016 to present

(7 years)

- Co-founder of Frankie, a creative studio based in Buenos Aires, specialize in creating content for different brands.
- Create consistent branding, layout, content creation, and enhancing overall brand appearance.
- Conceptualizing ideas, and producing fully integrated work.
- Work on the social media planning process and strategy.



### FILM DIRECTOR / EDITOR / PHOTOGRAPHER

Freelance / Production companies & agencies

September 2017 to present

(7 years)

- Direct various digital projects (film and photography). Commercials, fashion films and music videos.
- Work on all the stages of the filmmaking process from the pre-production (working on the idea, concept and treatment), up to the final edit and release.
- Work closely with executive producers to develop a vision for the projects.
- Advise actors and stunt performers; gave detailed instructions to all members of the film crew.



### PRODUCT MANAGER

L'Oréal Paris Argentina

January 2021 to June 2014 (2 years and 6 months)

- Management of the make up portfolio & overall check of the other axis: sell in forecasting, price positioning, sell out analysis.
- New trends analysis, discover of new consumers 'insight, monitoring of the competitor's launches
- Budget construction and marketing plan (launches & promotion) and media plan construction
- Creation of a whole new communication campaign (offline and online) for the product's launch
- Marketing responsible for the drugstore channel



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[Vimeo](#)



[Instagram](#)

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## RELEVANT SKILLS

- Creative Director
- Film director and editor
- Photographer
- Digital content
- Adobe Premier Pro, Photoshop, Illustrator

## EDUCATION HISTORY



**Director of Photography Certificate**

**MET FILM SCHOOL / UK, LONDON**

2022



**Master Degree in Marketing and Communication**

**IDEP BARCELONA Escuela Superior de Imagen y Diseño**

2016



**Visual Design Certificate**

**Central Saint Martins / UK, LONDON**

2016



**Bachelor's Degree in Communication**

**Austral University / Buenos Aires, ARGENTINA**

2012



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