SELECTED WORK / DR. IVAN LA RUSCA

01

Dr. Ivan La Rusca

Expertise, made clear

A clearer social presence for an Italian plastic surgeon.
Instagram and TikTok / Pilot in September 2026.

The doctor in focus.

Patient questions.
Clear, useful answers.



Watch the reel



Watch the reel

Make expertise accessible

Growth had stalled and production lacked focus.
I put **patients' questions** at the centre,
with cleaner visuals and a clearer brief
for every piece of content.

MY CONTRIBUTION

Strategy and creative direction
Client and team leadership
Hands-on editing and copy
Publishing and paid social

The brief

Raise content quality and rebuild momentum
on Instagram and TikTok.

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02

Less visual noise, *a clearer message*

A cleaner Instagram identity puts the medical content first.

BEFORE



Dense graphics and promotional layouts competed with the message.

OUR SEPTEMBER REDESIGN



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03

Real questions.
Clear answers.

I turned common patient concerns into the editorial agenda:
clear explanations, practical context and demonstrations.

Sun spots



Watch the reel

Lasers and treatments



Watch the reel

PRX biostimulation



Watch the reel

Clarity first

Question-led covers and concise copy
make each topic easy to recognise.

Filmed in the clinic by the content producer.
I edited the footage, wrote the copy and published the reels.

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04

A clear brief.
Consistent delivery.

I connected creative direction, clinical sensitivity and day-to-day delivery across the client, production team and social channels.

Two production styles. One clear direction.

I briefed both the in-clinic content producer and the professional videomaker, and edited the content producer's footage myself.

Content with care.

I wrote guides on what to say and show: patient framing, needles and nudity, measured language and disclaimers.

From brief to publishing

I set the topics and formats, led client and team briefings, and handled copy and publishing.

PAID SOCIAL

I managed campaigns for Instagram profile visits and engagement, and TikTok followers and video views.

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05

Growth signals, *with context*

A retrospective snapshot of follower growth and content visibility.
Figures reconstructed from project recollections and public screenshots.

ONE MONTH PILOT

From around 139K

to over 140k on TikTok

followers

≈ €500

media spend

≈ 429,500

views across 12 videos

Instagram

From around 34k

to around 36k

followers

≈ €900

media spend on 18 posts

About the figures

September 2026, One Month Pilot