

Carlita Landa

PASTRY CHEF



BIO

My name is Carla Landa



I am a professional pastry chef, with a Degree from the International Chef Association of Argentina (IAC). I have over 12 years of experience creating Instagram and YouTube content, specializing in bakery — cakes, desserts, and sweet tables that combine technique, creativity, and passion.

In 2025, I made Aliyah with my family and started a new chapter of my life in Israel, where I continue to share my love for pastry and digital content creation.

I enjoy transforming simple ingredients into special moments, and I work with companies in the food industry and with people who value authenticity, quality, and flavor. Some of the brands I have worked with include Moulinex, Tefal, Oreo, Arcor, among many others — both international and local.

What I do

- **Content Creation:** I create high-quality content for Instagram (+690K followers) and YouTube (+139K subscribers), focusing on pastry, baking, and storytelling.
- **Brand Collaborations:** Partnering with food and lifestyle brands to produce authentic, engaging, and visually appealing content.
- **Workshops & Online Classes:** Teaching pastry techniques and recipes to audiences of all levels — from beginners to advanced.



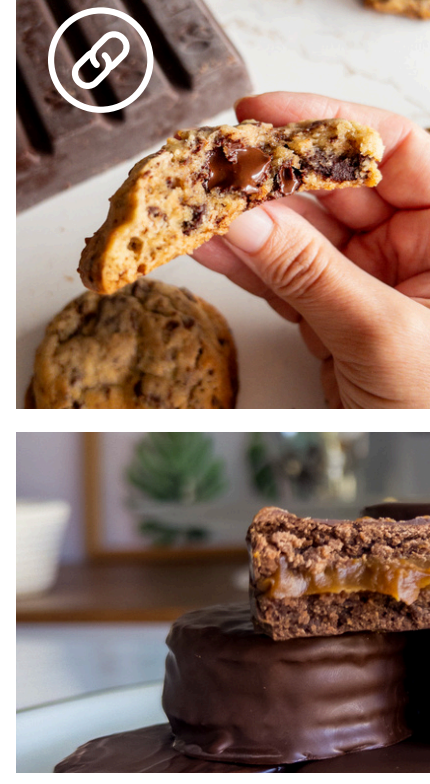
WORK



Moulinex Tefal

Content creator and brand ambassador for 2 years. Created high-impact recipe reels (over 4M views) and participated in brand events.

WORK



Chocolate Fenix

Developed creative dessert content and recipe videos for over 1 year. Chocolates Fénix is a premium Argentine chocolate brand, highly regarded in the professional pastry and bakery industry.

WORK

Morixe Flour

Created content for several months. Morixe is one of Argentina's first and most traditional flour brands, widely trusted by home bakers and professionals alike.



WORK

La Campechana

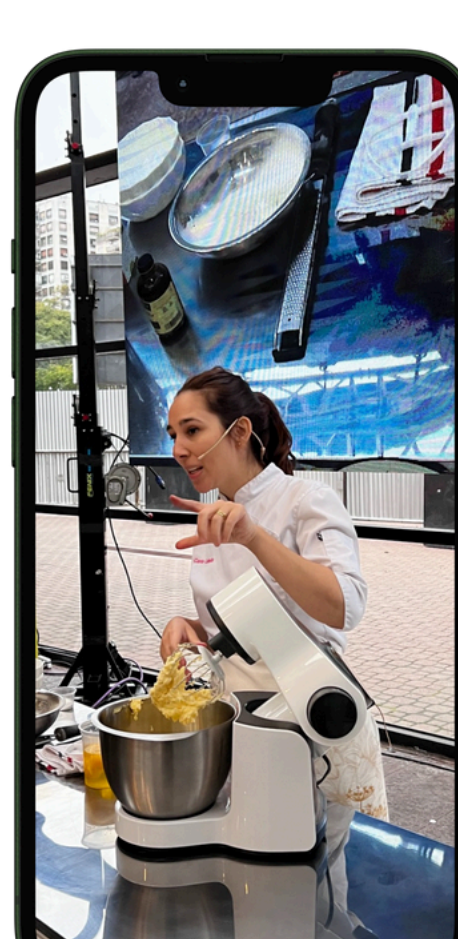
Partnered with this Argentine brand of sugar and cooking oil, creating engaging recipe content to showcase their products in authentic, everyday kitchen use.

Currently collaborating remotely with the brand.



Events and Press

Throughout my career, I've had the honor of being featured in culinary events, expos, and press appearances that highlight my passion for pastry and content creation. Here are some of the most remarkable moments:



Events and Press



Work with me

For business inquiries, collaborations, or event opportunities, please reach out via email or social media.



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