

# TESSA MARIA

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## PROFESSIONAL SUMMARY

Data-driven Marketing Specialist with a background in Brand Management and Economics. I specialize in bridging the gap between consumer insights and scalable growth strategies. Proven track record of scaling social audiences by over 1,000% and managing complex logistics for sustainable brands. Expert in turning market research into integrated, high-impact campaigns in both the Indian and European markets. Highly organized with strong written and verbal communication skills.

## PROFESSIONAL EXPERIENCE

### Cosmix Wellness

Jun 2023 – Mar 2024 | Bengaluru, India

#### Customer Relations Executive

- Identified core service friction points by analyzing qualitative customer feedback and quantitative CRM data to drive continuous process improvements.
- Took full end-to-end ownership of the customer lifecycle to ensure strict adherence to service-level agreements (SLAs) and brand standards.
- Advised senior management on emerging market trends and potential service risks, directly informing the roadmap for optimizing the customer journey and enhancing retention.

### Swara - Voice of Women

Sep 2021 – May 2023 | Bengaluru, India

#### Marketing and Growth Manager

- Scaled the digital community from 19k to 32k followers through a mix of influencer outreach and high-touch community engagement.
- Designed and executed the logistics framework for shipment cycles, coordinating production timelines with inventory levels to maintain a seamless supply chain.
- Led digital transformation efforts by implementing advanced Shopify features that streamlined order tracking and fulfillment efficiency.
- Managed complex stakeholder relationships by aligning external vendors and logistics teams with internal delivery expectations.

### Yellow Club

Apr 2020 – Jul 2021 | India

#### Social Media Manager

- Engineered an organic growth strategy that boosted Instagram visibility and scaled the audience from 1k to 20k during the startup's critical early phase.
- Forged strategic partnerships with mental health professionals and allied organizations to expand the brand footprint nationwide.
- Led grassroots operations by hiring and mentoring a cross-functional team of interns focused on digital marketing and promotions.

## EDUCATION

### Istituto Europeo di Design (IED)

Oct 2025 | Milan, Italy

#### Master of Arts in Brand Strategy and Management

### Kristu Jayanti College

Jul 2022 | Bengaluru, India

#### Bachelor of Arts in Journalism, Economics, and English

## CORE COMPETENCIES

**Marketing & Strategy:** Brand Strategy, Digital Marketing, SEO, Market Research, Strategic Planning, Customer Journey Mapping, Content Strategy, Competitor Analysis, Direct Marketing

**Operations:** CRM Software, Project Management, Operations & Inventory Management, Conflict Resolution, Time Management

**Tools:** Canva, Microsoft Office, Shopify, Notion, Adobe Creative Suite, HubSpot

**Soft Skills:** Written & Verbal Communication, Highly Organized, Ability to Prioritize

## LANGUAGES

English (Advanced (C1/C2)), Italian (Intermediate (B1/B2)), Malayalam (Native)