

# TESSA MARIA

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As a Master's student in Brand Strategy and Management. I am an adaptable team player with experience across marketing, customer experience, and digital engagement. My international experience also brings a global perspective to the work I do. Driven and proactive, I thrive in a fast-paced environment. I place empathy at the heart of brand building, speciallizing in purpose-led storytelling and creating authentic connections that truly resonate between brands and people.

## Professional Experience

### Cosmix Wellness, India

Jun 2023 - Mar 2024

#### Customer Relations Executive, Bengaluru

- Analysed customer feedback and data to improve customer satisfaction and coordinated with other teams to implement new user friendly features.
- Trained and guided new representatives on handling customer queries in the most efficient way.
- Resolved customer issues across platforms in coordination with internal teams.

### Swara - Voice of Women, India

Sep 2021 - May 2023

#### Founder's Office - Marketing and Growth, Bengaluru

- Handled front-end customer service, influencer outreach programs and [represented](#) the sustainable clothing brand across online and offline channels | organically grew the number of followers from **19k to 32k**.
- Built brand presence through curated Instagram content and Shopify newsletters.
- Coordinated production, inventory, and delivery based on customer demand.
- Managed inventory on the website and across external sellers, while accommodating requests for bestsellers.

### Yellow Club - Mental Health Initiative

Apr 2020 - Jul 2021

#### Social Media Management/Public Relations

- Coordinated partnerships with mental health professionals and aligned organisations across India during the startup's early growth phase.
- Led grassroots operations by hiring and managing interns for digital marketing, promotions, and operations.
- Boosted brand visibility through [strategic content and engagement](#) across Instagram | Scaled audience organically from **1K to 20K**.

## Education

### Istituto Europeo di Design (IED), Milan, Italy, Masters in Brand Strategy and Management, Nov 2024 - Oct 2025

- Mid-Year Project – Stock Spirits | Clan Campbell Christmas Campaign
  - Led market research and consumer analysis to inform campaign strategy.,
  - Delivered strategic recommendations for festive brand engagement.,
  - Developed integrated digital and offline activations tailored to the Italian market.

### Kristu Jayanti College, Bengaluru, India, Bachelors in Journalism Economics English, Jun 2019 - Jul 2022

- Project Work: Thesis project in English for the topic 'Confessional elements in the select poems of Kamala Das', Individual in-depth research and analysis into three poems by Kamala Das

## Core Competencies

**Hard Skills** Customer service, Canva, Excel, Power point, Social Media Marketing, Operations and Inventory Management, Freshdesk, Mailchimp, Shopify, Notion

**Soft Skills** Time Management, Emotional Intelligence, Detail Oriented, Delegation

## Languages

- English (Advanced)
- Italian (Beginner)
- Malayalam (Native)