

Tessalonika Vannier

Content Creator / Creative Writer / Social Media Specialist
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PROFESSIONAL SUMMARY

Creative content and social media specialist with expertise in developing engaging scripts, content strategies, and collaborative campaigns that boost audience engagement and brand visibility. Skilled in partnership negotiation, influencer collaboration, and integrated content planning to drive measurable growth across social media platforms. Committed to fostering innovative storytelling and strategic alliances to enhance brand presence and support sustained business expansion.

SKILLS

Content creation · SEO · Social Media Management · Brand strategy · Video editing · Social media analytics · Creative collaboration · Influencer outreach · Content planning · Copywriting

EXPERIENCE

CEO & Social Media Marketing Leader February 2026 – Present

Sixth Sense Agency

Brands: Fruitywax, Cotton Londry, Sang Dewi, o3o

- Lead creative and social media direction across multi-brand accounts, aligning visual language, content calendars, and campaign systems.
- Develop content calendars aligned with each brand voice to ensure consistent audience engagement across Instagram and TikTok.
- Oversee feed editing, scripting, captioning, and platform-specific posting strategies to increase reach, retention, and conversion.
- Analyze campaign performance metrics to identify trends and optimize future content for measurable growth.
- Coordinate creative collaboration across beauty, lifestyle, service, and nightlife brands under one agency system.

Social Media Specialist (Freelance) August 2025 – February 2026

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- Develop content calendars aligned with brand voice to ensure consistent audience engagement across multiple social media platforms.
- Monitor Instagram & TikTok for customer feedback and inquiries, improving response times and overall user satisfaction.
- Analyze campaign performance metrics to identify trends and optimize future content for increased reach and engagement.
- Edit feeds aligned to brand for Instagram & TikTok; schedule and caption daily social media uploads.
- Create scripts for all social media video content and implement platform-specific posting strategies.

Creative Content Writer September 2024 – April 2025

Bringco (Full-time)

- Create content planning and schedules to ensure consistent content production.
- Create engaging and informative content for Bringco's social media platforms.
- Collaborate with the marketing team to create content strategies for marketing campaigns.
- Collaborate with the creative team to produce engaging visual content.
- Analyze data, track content performance, and create monthly social media content reports.

- Edit videos for Instagram Story (Monday–Saturday); schedule uploads and write captions for all video content.
- Achievement: gained 225K views on TikTok and 2,000+ followers.

Creative Writer & Partnership

April 2024 – September 2024

Doa Ibu Media (Full-time)

- Create scripts for videos, podcasts, and social media content; develop characters, settings, and plots for fiction and non-fiction projects.
- Work closely with design and production teams to develop integrated content strategies and campaign concepts.
- Identify and evaluate potential partners; negotiate agreements and maintain influencer/KOL relationships.
- Collaborate with influencers to create joint content aligned with company messaging and values.
- Achievement: gained 3M viewers on TikTok; 1,000+ Instagram followers; 2,000+ TikTok followers.

Freelance Talent

October 2023 – Present

Digital Investa Agency

- Become a video talent by projects; perform voice over based on client scripts.
- Follow videographer direction during shoots; craft targeted digital content that strengthens brand presence.

Social Media Admin & Content (Internship)

July 2023 – October 2023

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- Respond to comments and DMs; increase engagement by interacting with followers and non-followers.
- Create video content as talent for TikTok based on content plans.
- Assist editor with CMS article uploads; assist social media team with monthly reports, IGS story drafting, and scheduling.
- Achievement: gained 120K views on TikTok and 1,000+ new TikTok followers.

EDUCATION

Bachelor's Degree — Visual Communication Design

Paramadina University

Senior High School

SMA 3 PSKD

CREATIVE PORTFOLIO

