



CREATIVE PORTFOLIO · 2026

hi. i'm *tessalonika*

Indonesian-based **social media specialist**, **content creator** & **creative** — turning brand messages into content people actually feel, watch, and share.

■ SOCIAL MEDIA

■ CONTENT CREATION

■ CREATIVE DESIGN

■ BRAND STORYTELLING

TESSALONIKA VANNIER
SOCIAL MEDIA SPECIALIST / CONTENT CREATOR
BASED IN JAKARTA · 2026

I explore the space between brand voice, social storytelling, and content that performs.

Over 2 years building content plans, managing social accounts, and crafting video narratives — from parenting apps and F&B to beauty, fashion, and nightlife culture. Calm frames. Clear systems. Loud results.

SOCIAL MEDIA

CONTENT CREATION

COPYWRITING

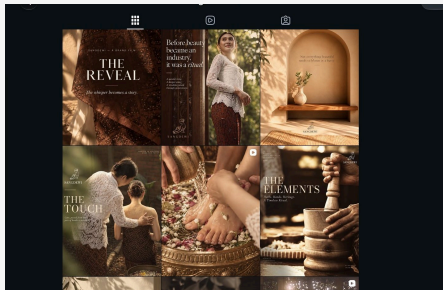
BRANDING

VIDEO EDITING

CONTENT PLANNING

■ SELECTED WORK

Makers of *beautiful feeds*.



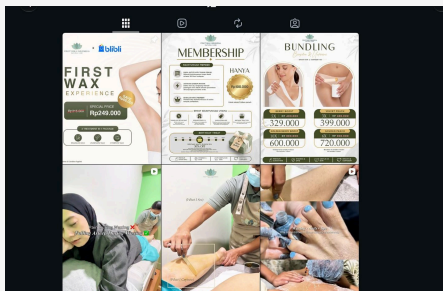
01 / SIXTH SENSE AGENCY

Sang Dewi

Brand film · Visual identity · Social storytelling

A House of Beauty, Ritual & Wellbeing. Editorial earth tones, sharp serif voice, ritual narratives — premium without forcing luxury.

[ART DIRECTION](#) [COPY](#) [FEED SYSTEM](#)



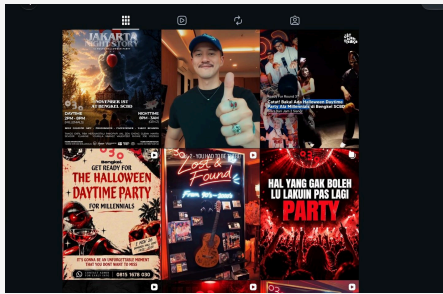
02 / SIXTH SENSE AGENCY

Fruitywax

Social media marketing · Promo · Reels

17K+ community. Membership, bundling, and conversion creative on a clean olive-gold system — soft tone, sharp selling.

[PERFORMANCE CREATIVE](#) [MEMBERSHIP](#) [BEAUTY](#)



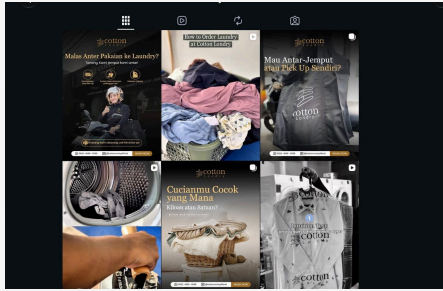
03 / SIXTH SENSE AGENCY

o3o Club

Campaign · Event creative · Community

Daytime social club for the grown & nostalgic. 15K+ community. Halloween, Lost & Found 90s–2000s, Jakarta Night Story.

[EVENT MARKETING](#) [REELS](#) [CULTURE](#)



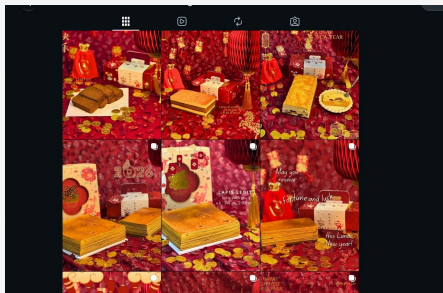
04 / SIXTH SENSE AGENCY

Cotton Londry

Brand social · Service storytelling

Premium laundry with charcoal–gold polish. Clear how-to-order systems and delivery stories that feel trustworthy.

[BRAND SYSTEM](#) [UX CONTENT](#)



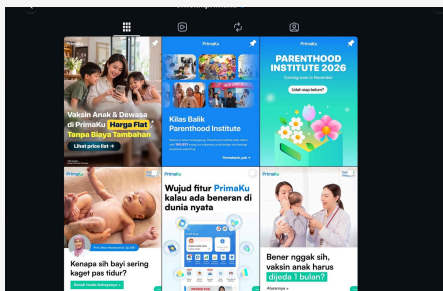
05 / FREELANCE

Givention

Social media specialist · Seasonal campaigns

Jakarta cakes & bakery. Cohesive Lunar New Year grids and warm product storytelling for an F&B audience.

[F&B](#) [CAMPAIGN GRID](#)



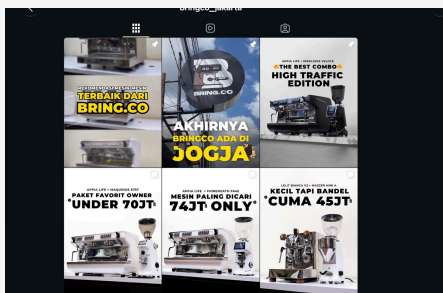
06 / INTERNSHIP

PrimaKu

Social media admin & content · Face of the brand

Parenting & child health app used by 2M+ parents. Educational reels, vaccine storytelling, and Parenthood Institute campaigns — 116K community.

[HEALTHTECH](#) [EDUCATION CONTENT](#) [100K+ REELS](#)



07 / CONTENT WRITING

Bringco Jakarta

Content writer · Product & reels storytelling

Coffee machine commerce with sharp promo creative. High-performing reels (30K–100K+ views) for a 26.2K-follower F&B equipment brand.

[F&B RETAIL](#) [PRODUCT COPY](#) [REELS](#)

From craft to *leading* the room.

Roles that grew beyond single posts — into direction, systems, and multi-brand rhythm.

FEB 2026 — PRESENT

CEO & Social Media Marketing Leader

Sixth Sense Agency

Leading creative & social direction across multi-brand accounts — aligning visual language, content calendars, and campaigns from beauty ritual to nightlife culture.

FRUITYWAX

COTTON

SANG DEWI

O3O

AUG 2025 — FEB 2026

Social Media Specialist — Freelance

Givention.id · Jakarta Cakes & Bakery

Owned social visuals and seasonal campaigns, including a cohesive Lunar New Year series.

JUN 2025 — AUG 2025

Content Creator — Freelance Project

Acnen Skincare · Indahkwok

Creator-led content for beauty and fashion — short-form video, brand face energy, and grid storytelling.

SEP 2024 — APR 2025

Content Writer

Bringco Jakarta

Product storytelling for a 26.2K-follower coffee equipment brand — reels reaching 30K–100K+ views.

APR 2024 — SEP 2024

Creative Content Writer

Doa Ibu Media — Startup

Multi-platform storytelling for mother-child audiences across Instagram, TikTok, and YouTube.

JUL — OCT 2023

Social Media Admin & Content — Intern

PrimaKu

Supported a 116K-follower parenting & healthtech brand. Face-of-the-brand reels with 100K–119K views.

OCT 2023 — PRESENT

Freelance Talent

Digital Investa

On-camera and content talent for digital campaigns.

2M+

Peak video views

116K

PrimaKu community

26.2K

Bringco followers

17K+

Fruitywax followers

■ EDUCATION

Learning in *public*.

Paramadina University

Bachelor of Visual Communication Design

SMA 3 PSKD High School

Senior high school

■ TOOLS

How I *make*.

From planning docs to CapCut timelines and Meta ads — the everyday stack behind the work.

CANVA

CAPCUT

META BUSINESS

GOOGLE DOCS

GOOGLE SHEETS

GOOGLE DRIVE

■ CONTACT

Hit me *up*

Open for creative roles, brand collaborations, and social direction.

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JAKARTA · AVAILABLE FOR CREATIVE
POSITIONS · 2026