



CYNTHIA TONY

LUXURY MARKETING & BRAND STRATEGY GRADUATE

ABOUT

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- 🏠 Rennes
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LANGUAGES

- English Fluent
- Indonesian Native Language
- French Fluent
- Malay Fluent
- Chinese Beginner

SKILLS

- Computer Literacy** Microsoft Office 360, Notion, Canva, Adobe
- Soft Skills** Analytical skills, Negotiation, Time management, Problem Solving, Intercultural Communication.
- Marketing & Communication** Brand strategy, Digital Marketing, Market research, Consumer Behavior Analysis.

After two years in luxury hospitality, my perception of luxury evolved from service to storytelling, from excellence to emotion. As an Indonesian, I chose to pause before pursuing my Master's in Luxury Marketing and Brand Management in France, the home of iconic maisons. That year became a journey of learning the French language and understanding cultural nuances between Asian, Middle Eastern, and European luxury markets. Today, I am ready to take the next step and contribute to a luxury maison.

PROFESSIONAL EXPERIENCES

Guest Service Agent From 2020 to 2022

InterContinental Fujairah Resort United Arab Emirates

- Translated high end guest feedback into actionable customer and brand insights, supporting improvements in customer experience, loyalty, and brand perception.
- Contributed to qualitative market and competitor analysis through observation of guest behaviour, service standards, and luxury positioning across international clientele.

Guest Relations Intern 2018

Four Points by Sheraton Jakarta Indonesia

- Mastering Customer Relationship Management (CRM) systems and their application in loyalty strategies.
- Using analytical tools to report customer satisfaction metrics to marketing and management.

EDUCATIONS

Master's Degree in Luxury Marketing and Brand Management Since 2024

Rennes School of Business Rennes, France

Acquired core competencies in luxury brand strategy and positioning, consumer behavior, emotional branding, digital marketing (SEO, CRM, social media), omnichannel customer journey management, and sustainable luxury and CSR strategies.

Bachelor's degree in applied sciences and hotel management From 2016 to 2020

Podomoro University Jakarta Barat, JK, Indonesia

- Developed a strong foundation in service excellence and customer experience by aligning brand consistency, quality standards, and team coordination to deliver seamless, high-end experiences.

FORMATIONS & CERTIFICATIONS

LVMH certification 2024

- Brand Creation & Strategy: Fundamentals of storytelling and luxury brand identity development.
- Retail & Customer Experience: Point-of-sale excellence, omnichannel customer experience management, and loyalty strategies.

Essential SPSS Statistics Training

Proficiency in data analysis tools for informed marketing decision-making

ASSOCIATIVE EXPERIENCES

Retail & Customer Experience Since June 2025

Super U Rennes, France

Supported team coordination and operational flow during high-traffic periods, ensuring efficiency without compromising service quality.

Volunteer Visitor From June 2023 to August 2023

1 Lettre 1 Sourire Rennes, France

- Adapted communication to diverse emotional profiles
- Strengthened empathy, listening & relationship management