

ALA BRAESCO

Psychosocial Communication Scientist | Project Leader | Coordinator

+39 327 973 0481 | alabraesco@gmail.com | linkedin.com/in/alaBraesco | Enschede, Netherlands

PROFESSIONAL SUMMARY

MSc-qualified consumer and cognitive psychologist with a strong foundation in behavioural science, persuasive communication, and research methodology. Proven track record leading cross-cultural teams, designing data-driven interventions, and applying consumer psychology to real-world brand and sustainability challenges. Fluent in 3 languages; experienced across international markets. Looking for a coordination and/or leading position where real impact and purposeful growth intersect.

WORK EXPERIENCE

Travel Coordinator & Group Tour Leader | WeRoad Italia SRL | *March 2023 – Present*

- Led end-to-end project management for 19+ international group tours (up to 15 participants), coordinating logistics, stakeholder communication, and real-time problem-solving across different cultural contexts under budget and time constraints.
- Managed crisis situations autonomously, including emergency re-accommodation of 14 travellers, logistic emergencies and personality/character incompatibilities, by applying structured decision-making and calm leadership under pressure.
- Designed and facilitated team-building activities, driving group cohesion and consistently achieving high customer satisfaction scores.
- Adapted tour itineraries dynamically based on group feedback and environmental conditions, demonstrating agility and consumer-centric thinking.

PicNc Runner | Picnic Hubs B.V. – UTC | *April 2025 – November 2025*

• Delivered groceries to customers efficiently and on time, operating electric vehicles while ensuring order accuracy and providing friendly, professional service as part of a fast-paced logistics team. Relevant as a prove that I already worked succesfully in a Dutch environment.

Customer Care Assistant | WeRoad Italia SRL | *May 2023 – November 2023*

- Managed multi-channel client communication (WhatsApp, email, phone) across the full customer journey (pre-booking, on-tour, and post-tour) ensuring a seamless and consistent brand experience.
- Conducted post-tour feedback analysis, identifying recurring issue points and contributing actionable recommendations to enhance the overall customer experience.
- Handled complaints and service recovery with empathy and efficiency, maintaining brand trust in high-pressure situations.

Dialogue Specialist (Face-to-Face Engagement) | Agorà SrlU | *December 2019 – November 2020*

- Delivered persuasive, insight-led communication on behalf of major non-profit organisations (AIRC, Amnesty International, Emergency) to diverse public audiences in high-rejection environments.
- Applied psycholinguistic techniques to tailor messaging in real time, improving engagement and conversion rates.
- Developed deep comfort with ambiguity and resilience in the face of repeated rejection, core competencies for brand management and consumer-facing roles.



EDUCATION

MSc Applied Cognitive Psychology | Utrecht University, Netherlands | *Graduated September 2025*

- Thesis: 'Emotional Engagement as a Driver of Sustainable Behaviour Change: Leveraging Cognitive Dissonance in Corporate Settings' — independent two-phase experimental study with 38 participants; full statistical analysis in Python (paired t-tests, regression, mediation analysis, qualitative analysis).

BSc Psychosocial Sciences of Communication | University of Milano-Bicocca, Italy | *Graduated February 2023 (cum laude)*

KEY SKILLS

Consumer & Behavioural Psychology • Research & Data Analysis • Stakeholder Communication
Project & Logistics Management • Product ergonomics • A/B tests • Eye tracking • Sustainability & Behaviour Change • Commercial, Creative, and Leadership Mindset • Content creation • Microsoft Office Suite • Python • GIMP • Canva • Notion • Figma • Qualtrics • Anthropic AI Literacy (Claude)

LANGUAGES

Italian (C2) | Romanian (C2) | English (C1) | Russian (B1) | Spanish (B1) | Dutch (A1, in progress)

REFERENCES

Tina Venema, Copernicus Institute of Sustainable Development – a.g.venema@uu.nl

