

Agus Marsono

Digital Marketing
Front End Developer

 Permanent Resident

 Wakefield, MA 01880

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 (857)318-9982

 <https://tinyurl.com/aguscv22>

Front End	
HTML	Proficient
CSS	Proficient
SASS/SCSS	Intermediate
Javascript	Proficient

Framework/Library	
Handlebars	Proficient
MeteorJs	Intermediate
ReactJs & Redux	Intermediate

Content Management System	
Squarespace	Intermediate
WordPress	Proficient
Wix	Intermediate

UX/UI	
Axure	Proficient
Photoshop	Proficient
Balsamiq	Intermediate

Digital Marketing	
SEO Audit	Intermediate
Content Marketing	Proficient
HTML Email	Intermediate

More Tools	
MS PowerPoint	Proficient
Google Sheet	Proficient
Google Forms	Proficient

PART OF THE SOLUTION TO REACH YOUR BUSINESS GOALS

Experience

E-learning Specialist, Marketing, PR, and Engagement

October 2019 to June 2020

Corentus, Inc. – *Team Development Coaching industry*, Lexington, MA

- Designed, developed, and delivered elements of the product launch process including product development, beta-testing, and execution of go-to-market plan.
- Worked closely with Lead Designer and reported to C-level executive in building elements of product launch.
- Led e-learning initiative by systemizing new processes around the changes.
- Enhanced customer experience within the learning management system platform.
- Managed and updated the company website and learning management system.
- Utilized tools (Photoshop, PowerPoint, iMovie, CSS, and Javascript) to build mock-ups, certificates, email campaigns, promotional materials, and social media contents.

Digital Marketing Intern

September 2018 to June 2019

CareerMaker Executive Search, Inc. – *Recruiting industry*, Boston, MA

- Employed the Marketing Funnel strategy to build company website from scratch using Wordpress, HTML, CSS, Javascript.
- Worked closely with the CEO to create marketing content in order to attract B2B clients.
- Built online visibility and drove website traffic using Search Engine Optimization (SEO).
- Brainstormed and discussed potential business expansion ideas.
- Conducted competitor analysis and research what might be applied to the company.

Teaching Assistant of the Programming Foundation course

September 2014 to December 2016

Northeastern University, College of Professional Studies – *Education industry*, Boston, MA

- Provided support and oversight in the classroom alongside primary teacher to help ensure safety and quality learning for all students.
- Provided supplementary lessons and in-class assistances to students, mainly checking codes, and fixing errors.
- Developed supplementary materials including online videos and quizzes in order to shorten the learning curve.

Achievement

- Improved customer experience of e-learning users by creating and embedding HTML emails into the LMS platform.
- Successfully devised, introduced, and implemented a modular approach for the company to sell its products and services online in any website, email campaign, and social media post.
- Taught a total of over 150 graduate students and 200 hours in a programming course during 2 year period as a teaching assistant.

Additional Skill

Soft: project management, team development, knowledge transfer, problem-solving

Technical: SEO/SMO, web content management, webpage markup, audio & video editing

Education

Master of Profesional Studies: Digital Media, concentration: Usability & Interactive Design

Master of Science: Leadership, concentration: Project Management

Northeastern University, College of Professional Studies – Boston, MA

Certification

Sales and Marketing Professional

Small Business Administration

Computer System Institute – Charlestown, MA

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Reference List

Full name: Janice Caillet
Company: Corentus, Inc.
Position: Co-Founder & Chief Catalyst Officer
Address: 87 Pleasant St, Lexington, MA 02421
Phone: (617)279-0740
Email address: janice.caillet@corentus.com

Reference description: During my work at Corentus for 9 months, Janice guided, directed, and assigned me with tasks and responsibilities mainly in preparing elements related to product launch.

Full name: Velda Shaby
Company: Northeastern University, College of Professional Studies
Position: Lecturer in the Digital Media program for over 10 years
Address: 360 Huntington Ave, Boston, MA 02115
Email address: velda18@gmail.com

Reference description: From September 2014 until December 2016, Velda employed me to assist her during in-class lectures and to provide supplementary classes for students at Northeastern University.