Agus Marsono
Digital Marketing
Web Developer

PART OF THE SOLUTION TO REACH YOUR BUSINESS GOALS

Permanent Resident

Wakefield, MA 01880

Marsono.a2@gmail.com

(857)318-9982

Website: shorturl.at/ioI35

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

Back End
NodeJs	Intermediate

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	Advanced

More Tools
MS PowerPoint	Advanced
Google Sheet	Proficient
Google Forms	Proficient

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