

# Marie Koesnodihardjo

mkoesnod@gmail.com | (650) 421-5043 | San Francisco, CA

## Summary

---

Energetic leader with strong communication and organizational skills. Passionate about developing strategic web solutions for socially responsible companies that increase social presence and drive global impact. When faced with challenges, I craft solutions using research, smart goals, and visual mapping. I am a team player with the mindset that no task is off-limits, and there is nothing I can't learn to do.

## Education

---

### Job Train - Web Development

June 2016 - Present

16-week course focused on HTML, CSS, JavaScript, Git, WordPress, and Agile Software Development

### University of California, Berkeley, College of Natural Resources

August 2010 - May 2014

B.S. Conservation of Natural Resources

Focus: Sustainable Business Development

## Experience

---

### Earl's Organic Produce

December 2014 - June 2016

Marketing & Sustainability Assistant

- Created first Marketing & Sustainability Assistant position to drive Earl's vision for organic, sustainable living
- Developed customer affinity campaign across 4 platforms resulting in over 4,000 new followers of eco-friendly living
- Spearheaded website re-design and executed digital marketing strategies and tactics to increase SEO and SEM traffic
- Analyzed latest environmental metrics for storylines and contributed content for Annual Sustainability Report
- Resident expert on delivering in-store product demos to drive sales
- Designed customer on-boarding process to attract and retain high profile customers

Accounting & Administrative Assistant

- Streamlined all reconciled accounts by training co-workers on using Microsoft Access to analyze customer data in lieu of a CRM system
- Decreased the rate of lost and misplaced items by restructuring AR & AP paperwork flow and storage process

### One World Play Project

September 2014 - December 2014

Giving Team Intern

- Created dashboards to monitor customer data distribution of over 1 million international soccer ball donations
- Conducted evaluation surveys to gather stories highlighting impact of donations on non-profit programs
- Presented Benefit Corporation's (B-Corp) renewal strategic plan to upper management

### Cal Alumni Association - Lair of the Golden Bear

Summer 2011 - 2014

Head of Maintenance

- Received consistent and outstanding team reviews for maintaining safe and sanitary camp facilities
- Served as a role model for youth while providing excellent customer service to 350 camper families

## Leadership

---

### Campowerment - Women's Empowerment Camp

March 2013 - Present

West Coast Operations

- Lead staff meetings and ensure timely execution of activities in a highly emotional environment
- Empower +100 women to create actionable plans to reach their personal and professional goals

### Student Organic Gardening Association

2012 - 2014

President & Student Teacher

- Led community of 220 students in organic gardening and project management courses
- Increased campus presence by allocating \$3,000 budget to campus-wide workshops and student projects

### Professional Athlete

2008 - 2010

Artistic Roller Skater for Puerto Rican Olympic Federation

- 15 year career culminating in international competition at the 2011 Pan-Am & 2010 Central American Games

## Skills & Interests

---

**Technical:** HTML, CSS, JavaScript, Command Line, Hootsuite, Microsoft Excel & Access, Google Spreadsheets, Virtual Accountmate, Basecamp

**Language:** Conversational Spanish

**Interests:** Roller Skating, Organic Farming, Women's Empowerment, Cooking, Yoga