

# Ariana Alisjahbana

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## Education

- 2014-2016 **University of California, Berkeley, Haas School of Business** Berkeley, CA  
Master of Business Administration. Selected Projects:
- Co-chair, 2015 Haas Technology Case Competition. Sponsor: Facebook Inc. (\$30,000) Theme: “Using Big Data to Solve the World’s Toughest Challenges”
  - International Expansion for YikYak, a location-based social media app. Analyzed app usage data and country potential; Presented international expansion strategy for the company
  - Marketing Research for Traveling Spoon, a travel startup. Conducted focus groups, surveys, and data analysis; Recommended optimal marketing channels for customer acquisition
  - Applied Data Analytics for Accenture Data Lab. Analyzed hospital discharge data and built a data-driven model for hospital service areas
- 2007-2011 **Boston University** Boston, MA  
B.A. in Economics, Environmental Analysis and Policy
- Graduated *magna cum laude*; Wison Scholarship recipient, chosen from top 10% of class

## Experience

- 2015 **Google Inc.** Singapore  
Summer Product Marketing Manager, Real-Time Communications (June – August)
- Provided recommendations on product strategy for a confidential B2C mobile app based on marketing research and consumer insights from key emerging countries
  - Provided recommendations on partnership strategy for the new app based on competitor analysis, search data, and app engagement data
- 2015 **YY Inc.** Berkeley, CA and Guangzhou, China  
*NASDAQ-listed Chinese social media site offering live video services to over 400M users*  
Strategy Consultant (January-May)
- Gathered and presented technology trends of Silicon Valley, focusing on live broadcasting and mobile-based products
- 2011-2014 **World Resources Institute (WRI)** Washington, DC  
*#1 Global environmental think tank. Programs support business & government actions on climate change.* Research Analyst (2013), Project Coordinator (2011-13), Research Intern (2011)
- Product Manager & Lead Partnerships Manager for Global Forest Watch-Commodities, a groundbreaking satellite and map-based web application covering the entire globe, in collaboration with Google’s Earth Engine team
  - Founded World Resources Institute (WRI) Indonesia, a subsidiary of WRI, by proposing the expansion to senior management, persuading management to approve the proposal, and building a team from scratch that took the steps necessary for incorporation
  - Developed WRI Southeast Asian marketing strategy, resulting in WRI being the go-to media source during the 2013 Haze Crisis and the 2014 Indonesian Presidential Elections as measured by newspaper and television appearances
  - Co-led two successful fundraising proposals worth \$3.4 million and oversaw \$1.5 million research budget, resulting in three grant extensions

## Leadership

- 2013-Present **Indonesian Diaspora Foundation**  
Secretary General
- Co-led two fundraising campaigns, resulting in a 74% budget increase. Managed the development and launch of an improved organization website and social media presence, increasing followers by 28%

## Additional

- Work authorization: U.S. Citizen
- Skills: Excel (Advanced), SQL, STATA, Tableau, SPSS, Ruby on Rails, Adobe Creative Suite, Keynote
- 2011 Guinness World Record holder for most *angklung* (Indonesian musical instrument) played in one location