

# Uno Susanto

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## EDUCATION

**University of Southern California**, Los Angeles, CA  
*Annenberg School for Communication and Journalism*  
B.A. in Communication, Minor in Entrepreneurship

December 2018

## WORK EXPERIENCE

**Sony Pictures Entertainment - Crackle**, Culver City, CA

*Business Development Intern*

September 2017 - December 2017

- Researched and compiled a list of potential prospects and new leads from various industries to help reach company's quarterly sales goal
- Provided support and maintained regular contact with clients and partners, advising them on how they could best use Crackle to further improve and provide the optimal experience for their customers
- Generated potential ideas for upcoming co-marketing partnership with Skype
- Examined the analytics portal on the Youtube CMS and compared different metrics, determining the cause behind the significant spike in ad-generated revenue that occurred in mid-September
- Presented a business pitch to the VP of Digital Networks, suggesting solutions that could increase user registration on Crackle after identifying shared landing page trends amongst competitors in the streaming service marketplace

**Vyng**, Santa Monica, CA

*Growth Hacking Intern*

May 2017 - Present

- Brainstorm and implement various growth hacking strategies for seed-stage consumer app startup to increase user acquisition
- Conduct A/B tests for push notification marketing campaign and in-app messages to retarget inactive users
- Watch user testing videos to identify potential problems within the app and optimize customer onboarding
- Perform market research to identify marketing opportunities and come up with new ringtone channels that resonate with existing users
- Advocate for the creation of a Bollywood ringtone channel to cater to our users based in India, Vyng's largest market - resulted in becoming the 3rd most played channel

**Dancing Pineapple**, Los Angeles, CA

*Marketing & Partnerships Intern*

September 2016 - December 2016

- Led sponsorship and external collaboration initiative by reaching out to various companies and brands to seek out partnerships
- Managed company's Facebook, Instagram and Twitter accounts, increasing engagement rate by 20%
- Built relationships with prominent social influencers that would compliment Dancing Pineapple's vision
- Assisted with development of a business plan and growth strategy that focused on fulfilling company's objective to increase exposure and reach to target market - monitored Key Performance Indicators
- Developed company's CRM database on HubSpot, building it up to approximately 300 contacts
- Crafted various creative strategies to collaborate with brands, both online and offline

**Los Angeles Confidential Magazine**, Los Angeles, CA

*Marketing Intern*

May 2016 - July 2016

- Scouted and researched various hotels, restaurants, and businesses that would fit with the magazine's target market, identifying the average customer demographics in these establishments
- Assisted with organizing events and created powerpoint presentations for the magazine's clients
- Made cold calls and wrote emails to companies and other establishments inquiring whether they'd be interested in a feature

## ACTIVITIES & VOLUNTEER WORK

*Member* at **Girls in Tech**, University of Southern California

January 2016 - Present

*Volunteer* at **Kicks For Kids**, University of Southern California

January 2016 - Present

*Volunteer* at **Habitat For Humanity**, University of Southern California

January 2016 - Present

## SKILLS

- Bilingual in English and Indonesian
- Proficient in HTML/CSS, Microsoft Office Suite, Adobe Photoshop, WordPress and multiple social media platforms. Experienced with working on CRM platforms such as HubSpot.