

## EXPERIENCE

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**Bersama** Boston, MA  
2025 - Present  
*Social platform designed to connect individuals based on mutual relationships & shared interests*  
Founder

- Bootstrapped Bersama from concept to beta-ready MVP in 3 months, leveraging emerging AI tools to accelerate development of platform, product strategy, and branding.
- Grew a pre-launch waitlist of 45+ prospective users through organic community outreach, founder-led storytelling, and social content initiatives.
- Built and launched Bersama's Career Development Program, delivering a 9-week curriculum focused on professional development, research, and career exploration for an inaugural cohort of 4 undergraduate students.

**Epsilon** Boston, MA  
2023 - Present  
*Data, technology, and services agency within Publicis Groupe*  
Business System Analyst (promoted from Associate Business System Analyst)

- Delivered data clean room solutions for clients across insurance, telecommunications, fitness, CPG, and pharmaceutical industries, enabling collaborative data utilization while maintaining consumer privacy.
- Expanded product adoption and user enablement by improving user confidence in platform navigation through client-relevant workshops, training materials, SQL-based data navigation tools, and dashboards.
- Drove operational improvements by architecting an automated data profiling system reducing issue identification from hours to minutes adopted across all new clients
- Recognized with Epsilon Magnitude Award (Q4 2024) and V One Vanguard Award (Q3 2025) for advancing platform capabilities and providing high-impact client solutions.

**Boston College Dining Services** Chestnut Hill, MA  
2022 - 2023  
Student Intern Manager

- Led and mentored a team of 15+ student interns executing cross-functional marketing initiatives and experiential campaigns, increasing engagement and visibility across 19 campus dining locations.
- Operationalized a hybrid in-house/agency marketing model to preserve individual dining location identities while maintaining cohesive program-wide branding by designing and implementing scalable workflows and training systems
- Partnered with Dining Services leadership to align organizational priorities with weekly operations, ensuring consistent high quality performance.

Social Media Manager (promoted from Marketing Intern)

- Increased digital engagement and expanded platform following through consistent content creation, targeted student campaigns, and structured promotional activations.
- Established content planning systems, campaign workflows, and intern coordination processes that improved execution efficiency and enabled more consistent brand storytelling.

**Takeda Pharmaceuticals** Cambridge, MA  
Jun - Aug 2022  
Omnichannel Engagement Marketing Intern

- Conducted cross-industry research across 5+ companies to inform and present a recommendation on omnichannel healthcare engagement strategy to senior management.
- Synthesized stakeholder interviews across business units to generate insights that informed recommendations for marketing and engagement strategy.

## EDUCATION

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**Boston College Carroll School of Management** Chestnut Hill, MA  
2019 - 2023  
*Bachelor of Science in Business Management, Minor in Computer Science, magna cum laude*  
Double Concentration in Marketing & Business Analytics  
Honors & Awards: Dean's Letter of Commendation, Beta Gamma Sigma, Dean's List (First Honors)  
Student Organizations: President of Student Business Consortium, VP of Southeast Asian Student Association

## ADDITIONAL INFORMATION

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<http://www.linkedin.com/in/joellesugianto>

Technical: SQL, Python, R, Canva, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Procreate

Languages: Indonesian (conversational)

Interests: foodie & potluck host, indoor rock climber, long distance runner, classic literature & memoirs reader

Volunteer: ESL Tutor at Watertown Free Public Library, Community Outreach Coordinator at Boston City Blessing Church