

Jayden Kusuma

Los Angeles, CA | jdnkusuma@gmail.com | (213) 284-9348 | linkedin.com/in/jayden-kusuma

EDUCATION

Santa Monica College

Associate of Science, Computer Science.

Santa Monica, CA

August 2026 – June 2028

UPH College, Jakarta

High School Diploma. Linguistic Excellence in English; Academic Excellence in Extended Math and Civics. GPA: 4.0.

Jakarta, Indonesia

July 2023 – June 2026

Relevant Coursework: Harvard CS50x Certificate, Complete Unity C# Game Developer 3D

EXPERIENCE

Lead Organizer and Event Director

April 2026 – July 2026

INDOGUITARSHOW

Jakarta, Indonesia

- Directed Indonesia's Guitar Experience 2026, a vintage guitar show featuring Takayoshi Ohmura, drawing musicians nationwide and generating hundreds of thousands in daily foot traffic.
- Managed logistics for a 50-vendor event, organized live performances, and drove nationwide guitar sales growth of 500% through event operations.
- Developed and deployed indoguitarshow.com, leveraging SEO and digital marketing to attract hundreds of vendors and maximize online reach.

Operational Manager and Software Engineer

April 2019 – July 2019

Hiendguitar

Jakarta, Indonesia

- Managed storefront operations for Hiendguitar, the worldwide #1 distributor of guitar brands including PRS, Suhr, and Tom Anderson.
- Designed, developed, and deployed hiendguitar.com using Next.js, Tailwind CSS, MongoDB, and Vercel, optimizing performance and SEO.
- Coordinated stage logistics for international artist Mark Holcomb, who has 400,000+ monthly listeners.

Lead Developer

June 2018 – September 2018

Freelance Full-Stack Developer

Los Angeles, CA

- Designed, developed, and deployed multiple web platforms with first-result SEO rankings, including usa2indo.com, sapamarket.com, jaydenkusuma.com, and permiassmc.com, using Next.js, Tailwind, MongoDB, and Vercel.
- Built the primary e-commerce architecture for USA2INDO, Indonesia's largest USA product import business, supporting systems that generate billions of rupiah in revenue.
- Created multiple video games and competed in seven game jams, ranking in the top 25% across thousands of submissions.

ACTIVITIES & LEADERSHIP

PERMIAS SMC

September 2026 – Present

Head of Events

- Led large-scale event planning and logistical execution for the student community; engineered and launched permiassmc.com as a central hub for event promotion, registration, and updates; coordinated with internal teams to drive marketing initiatives and increase campus engagement.

Independent Content Creator

January 2025 – Present

Solo Artist and Manager

- Produced and managed digital music content across Instagram, YouTube, and TikTok, accumulating millions of organic views; managed jaydenkusuma.com and analyzed SEO metrics to market self-produced tracks; performed electric guitar, bass, keyboards, and drums through consistent digital releases.

SKILLS

Programming Languages: C, C#, C++, Assembly, HTML, CSS, JavaScript

Frameworks and Tools: Next.js, Tailwind CSS, MongoDB, Vercel, Unity

Marketing and Analytics: SEO, Social Media Marketing, Mailchimp, Marketo, Salesforce, SQL, R Studio, Google Suite

Software: Photoshop, Lightroom, Premiere Pro, Excel, PowerPoint, Word, Wrike

Other: Event Management, Store Management, Public Speaking, Content Creation, DSLR Photography

Languages: English (Fluent), Indonesian (Fluent)