Avery M. Cho | Marketing Coordinator

SUMMARY

Recent marketing graduate with two internships in social media and campaign analytics, looking to bring data driven content planning to an early career marketing role.

EXPERIENCE

Marketing Assistant — Campus Bookstore Co-op, Madison, WI

Sep 2025 - Present

- Scheduled and posted 4 weekly social media updates across Instagram and TikTok for a 12,000 follower account.
- Tracked post engagement in a weekly spreadsheet report shared with the store manager.

Marketing Intern — Northlake Analytics, Madison, WI

Jun 2024 - Aug 2024

- Built a monthly campaign performance dashboard covering 6 client accounts.
- Tagged and cleaned 3,000 rows of survey response data for a client retention study.

EDUCATION

B.A. in Marketing, University of Wisconsin-Madison, Madison, WI (May 2025)

SKILLS

Social Media Scheduling • Campaign Analytics • Content Calendars • Email Marketing • Spreadsheet Reporting • Copywriting

CERTIFICATIONS

- Google Analytics Certification, 2024

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