# Avery M. Cho

Marketing Coordinator

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## 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

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

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