Avery M. Cho

Marketing Coordinator

CONTACT

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⌂ Madison, WI

SKILLS

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

EDUCATION

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

CERTIFICATIONS

- Google Analytics Certification, 2024

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 Sep 2025 - Present
Campus Bookstore Co-op, Madison, WI

- 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 Jun 2024 - Aug 2024
Northlake Analytics, Madison, WI

- 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.