Avery M. Cho

Marketing Coordinator

Madison, WI | avery.cho@example.com | (555) 283-6071

Professional 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.

Employment History

Campus Bookstore Co-op, Madison, WI **Sep 2025 - Present**
Marketing Assistant

- 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.

Northlake Analytics, Madison, WI **Jun 2024 - Aug 2024**
Marketing Intern

- 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.

Professional Skills

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

Education

University of Wisconsin-Madison, Madison, WI
B.A. In Marketing | 2025

Certifications & Licenses

- Google Analytics Certification, 2024