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, 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