

# Caroline Cho

(781) 999-2334 | [Linkedin.com/in/ccho](https://www.linkedin.com/in/ccho) | [ccho@umass.edu](mailto:ccho@umass.edu)

## EDUCATION

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### University of Massachusetts Amherst Isenberg School of Management

Amherst, MA

*Bachelor of Business Administration in Marketing*

*Candidate, May 20XX*

- Cumulative GPA 3.95, Dean's List All Semesters

### Relevant Coursework

#### Informational Technology & Social Media in Hospitality and Tourism Management

- Examined the strategic use of technology in modern hospitality and tourism organization through the management of a local Amherst hotel's Instagram account alongside three team members
- Evaluated digital trends competitors' platforms to create effective content strategy for the account

## MARKETING EXPERIENCE

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### 1987 Label

Boston, MA

*Marketing Intern*

*January 20XX - Present*

- Formulate and execute social media campaigns to attract new customers and increase brand awareness for women's loungewear apparel company
- Coordinate photoshoots and create 10+ videos weekly shared on [TikTok](#) to broaden brand awareness and prospective customer base
- Monitor competitive landscape on varying platforms and identify upcoming and relevant trends for posts

### Epsilon

Wakefield, MA

*Business Systems Analyst Intern*

*June - August 20XX*

- Designed and maintained project tracker, detailing deadlines by overseeing weekly client-facing calls
- Coordinated client Mailchimp email communications by providing daily updates for new brand launch to senior leadership of large retail client
- Researched current and upcoming campaign operations trends and tactics to design best practices guide

### Smith + Nephew

Andover, MA

*Marketing Intern*

*June - August 20XX*

- Evaluated global revenue and product distribution in MS Excel to prioritize high revenue products in creation of new product brochure
- Developed global promotional content in Salesforce, such as a Clinical Technique Guide and FAQ document, for Pink Hip Kit, ensuring 90% positive anecdotal feedback from 100+ physicians
- Utilized PowerPoint to present secondary market research findings to C-Suite leadership on hip positioning system

## EXTRACURRICULAR EXPERIENCE

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### Forage Lululemon's Virtual IDEA Global Internship

*September 20XX*

- Participated in 4-hour simulation to build financial plan to include troubleshooting delivery delay and underperformance of key style of season, culminating in presentation of financial plan to management

### Protect Our Breasts - National Non-Profit Organization

Amherst, MA

*National Influencer Network Director, National Executive Board*

*May 20XX - August 20XX*

- Cross-collaborated on 7-member team to create marketing campaigns shared on multi-faceted platform for target audience of 53 high school and college chapters globally
- Prepared informational newsletters and presentations on Canva regarding environmental factors contributing to breast cancer, toxins found in everyday products, and safer alternatives
- Tracked and analyzed weekly metrics with Google Analytics including impressions, reach and engagement rates

## SKILLS & CERTIFICATIONS

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*Computer:* MS Excel, Word & PowerPoint; Salesforce, Canva, PowerPoint, Mailchimp, Google Analytics, Google Suite

*Certifications:* Salesforce Trailhead; Isenberg's Excel Advanced User Badge