Alexandra Cho

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EDUCATION

The University of Georgia, Athens, GA — May 2026

- **Major**: Bachelor of Business Administration in Marketing, Emphasis in Digital Marketing, Pursuing Certificate in New Media
- **GPA**: 3.72/4.00
- **Honors**: Dean's List (Fall 2022), Presidential Scholar (Fall 2024, Spring 2025), Zell Miller Scholarship (Full Tuition, Fall 2022-Present)
- **Relevant Coursework**: Marketing Research for Business Decisions, Social Media Marketing Strategy, Marketing Strategies and Decision Making

RELEVANT EXPERIENCE

LocumTenens.com, *Digital Marketing Intern*, Alpharetta, GA — May 2025 – July 2025

- Adapted quickly to the fast-paced environment, completing 30+ projects during the 10 weeks, gaining hands-on experience across data analysis, Salesforce management, content creation, and research
- Streamlined lead data management by cleaning and formatting large datasets in Excel, improving accuracy for 400+ records
- Optimized Salesforce workflows by uploading 60+ job postings, tagging contacts, and updating leads, improving data accuracy and accessibility for the marketing team
- Strengthened business development efforts by researching 14 partnership opportunities, leading to 1 approved collaboration

RELEVANT PROJECTS

New Media Design – Project Triple Threat, *Mobile/Web Designer and Prototyper,* Athens, GA — May 2025

- Worked with a team to apply a brand style guide across typography, color palette, imagery, and buttons, creating cohesive visual elements that reinforced brand identity
- Designed and prototyped a mobile app, mobile website, and desktop website in Figma, with 70+ user flows, improving usability and ensuring seamless user flow and cross-platform consistency

New Media Design – Brand Style Guide, Athens, GA — April 2025

- Collaborated on a team project to create a theoretical AI-powered coffee shop brand, contributing to brand identity, visual strategy, and customer personas that guided marketing and positioning
- Designed the word logo using Adobe Illustrator and curated the color palette, defining usage guidelines, brand-specific names, and psychological associations, creating a polished and professional brand identity aligned with the team's vision

Social Media Marketing Strategy – The North Face Digital Marketing Plan, Athens, GA — August 2024 – December 2024

- Developed a comprehensive digital marketing plan for a theoretical North Face climbing shoe line, including buyer personas, competitive analysis, campaign messaging, and a thorough content calendar
- Executed a mock multichannel campaign with product mockups, social content, influencer strategies, and simulated budget allocation of $275k, modeling outcomes to demonstrate strategic and analytical skills

LEADERSHIP & ADDITIONAL EXPERIENCE

Student Ambassador, *Ambassador*, Johns Creek, GA — August 2019 – May 2020, August 2021 - May 2022

- Led tours for new students demonstrating communication and leadership skills

Johns Creek Korean Church Summer School, *Teacher's Assistant*, Johns Creek, GA — June 2019 - July 2019, June 2021 - July 2021

- Developed strong communication skills by interacting daily with coworkers and leading young students through activities such as crafts and learning exercises to build foundational knowledge and social skills
- Organized papers, activities, and the classroom environment to ensure a safe and efficient learning space for students

CAMPUS & COMMUNITY INVOLVEMENT

American Marketing Association, *Member*, Athens, GA — January 2024 - Present

- Attended speaker meetings for exposure to career options, growing my understanding of potential paths and industry topics
- Networked with 50+ marketing peers and professionals, enhancing my knowledge of the industry and building connections

Women in Business, *Member*, Athens, GA — January 2024 - Present

- Practiced networking and key professionalism skills by attending weekly meetings with company representatives
- Collaborated with 50+ other Terry students in workshops to explore careers in marketing, management, and more

World Changers Mission Trip, *Volunteer*, Morganton, NC — July 2019 - July 2019

- Volunteered in a week-long mission trip to repaint and repair shops and homes for those in need, improving the conditions and appearance of the community

INTERESTS

Rock Climbing (Bouldering), Weightlifting, Baking, Matcha, The Office (T.V. show)

SKILLS

Soft Spanish Advanced, Korean Intermediate, Portuguese Intermediate, Communication, Leadership, Teamwork

Technical Microsoft Excel, Microsoft Word, HTML, CSS, Bootstrap, WordPress, LinkedIn Figma Certificate, Salesforce (Basic)