

# RACHEL CHO

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## EDUCATION

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| <b>The University of Texas at Austin</b> | BS, Advertising – <i>Moody College of Communication</i><br><i>Texas Media &amp; Analytics Program – Fall 2019 Cohort</i> | May 2021 |
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## ADVERTISING EXPERIENCE

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| <b>Mimic Social Simulation</b> – <i>Digital Metrics</i> ; Austin, TX | Spring 2020 |
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- Developed strategy for Buhi Supply Co. to increase revenue and website traffic by optimizing social media posts
- Created data visualizations to analyze and improve upon Buhi's objectives, such as driving more conversions
- Achieved over 12 million impressions, 574,231 engagements, 85,088 clicks, and 4,382 conversions

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| <b>Pizza Hut</b> – <i>Advanced Media Strategies</i> ; Austin, TX | Fall 2019 |
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- Developed strategic media plan for client, Pizza Hut, to achieve 2% lift in sales nationally for 2020 calendar year
- Presented polished media plan alongside five peers to executives at GSD&M; awarded as winning team
- Identified diverse targets and tiered markets to select optimal DMAs across the US with multimillion-dollar budget

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| <b>Mustard Group</b> – <i>Social Media Manager Intern</i> ; Dallas, TX | July 2018 – August 2018 |
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- Engaged with target audiences across multiple social media accounts to increase consumer interaction
- Managed multiple social media accounts to increase engagement on platforms such as Instagram and Pinterest
- Created designs and content for multiple social media accounts and client

## ADDITIONAL EXPERIENCE

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| <b>85°C Bakery Café</b> – <i>Barista/Fresh Bread/Storefront</i> ; Carrollton, TX | June 2018 - August 2018 |
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- Aided with inventory and maintenance to keep the store on track
- Provided customers with order recommendations based on customer preferences
- Further developed multitasking skills from previous job in the food industry (Starbucks, Summer 2017)

## LEADERSHIP EXPERIENCE AND ACTIVITIES

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| <b>Texas Novas</b> – <i>Member &amp; Historian</i> ; Austin, TX | Fall 2019-Spring 2020 |
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- Assisted in establishing spirit group as historian focusing on diversity, service, and academics
- Captured and edited photos from variety of events, such as volunteering and socials

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| <b>Multicultural Talent Pipeline</b> – <i>Attendee</i> ; Atlanta, GA | Fall 2019 |
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- Represented Texas Media & Analytics at MCTP, a three-day conference event held by Publicis
- Networked with industry leaders who are involved with key areas of business; media strategy, planning, buying, digital

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| <b>Texas Alpha Phi Omega</b> – <i>Pledge Awards Officer (Member for Fall 2018 - Spring 2019)</i> | Fall 2018 |
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- Managed and planned a budget for awards for banquet
- Organized meetings to keep committee members up to date with tasks and future duties

## HONORS

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| Winning Media Plan for Pizza Hut awarded by GSD&M   | Spring 2019 |
| Runner-up in Advanced Media Strategies OTT Competition  | Spring 2019 |
| Energizer Award, Top Presentation Award, Teamwork Award in Media Planning Foundations Competition | Spring 2019 |

## ADDITIONAL INFORMATION

**Computer Skills:** Tableau, MS Word, Excel, PowerPoint, Adobe Photoshop, HTML5, CSS, Python

**Certifications:** Google Ads, Google Analytics

**Language:** Basic Korean, Basic American Sign Language, Intermediate Norwegian

**Work Eligibility:** Eligible to work in the U.S. with no restrictions