

RACHEL CHO

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EDUCATION

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

Blackhawk Digital Marketing – <i>Paid Ads Associate</i> ; Austin, TX	September 2020 - Present
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- Manage 10+ Google Ads accounts to boost weak spots & implement those changes to improve overall metrics
- Created and updated multiple webpages to improve search engine optimization & aid with numerous website edits
- Build quarterly SEO reports for client with multiple franchise locations as well as performance reports for other clients

Mimic Social Simulation – <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

Pizza Hut – <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

Mustaard Group – <i>Social Media Manager Intern</i> ; Dallas, TX	Summer 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

LEADERSHIP EXPERIENCE AND ACTIVITIES

Texas Novas – <i>Member & Historian</i> ; Austin, TX	Fall 2019 - Current
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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

Multicultural Talent Pipeline – <i>Attendee</i> ; Atlanta, GA	Fall 2019
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- Nominated to represent Texas Media & Analytics at three-day event held by Publicis (resulted in internship offer)
- Networked with industry leaders who are involved with key areas of business; media strategy, planning, buying, digital

Texas Alpha Phi Omega – <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 to present at the end of the semester banquet
- Organized meetings to keep committee members up to date with tasks and future duties

HONORS

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

Computer Skills: WordPress, Google Ads, Google Search Console, Facebook Ads Manager, Tableau, Excel, Adobe

Certifications: Google Ads, Google Analytics

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