

Ohnyu (Charlotte) Che

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EDUCATION

Northwestern University

Sept. 2021 – June 2025

B.S. in Journalism | Data Science & Spanish Minor | Integrated Marketing Communications Certificate

GPA: 3.92/4.0

- **Relevant Coursework:** Machine Learning with R, Data Visualization, Social Networks, Consumer Research & Analytics, IMC Strategy, Principles of Entrepreneurship, Organizational Management, Interactive Storytelling in Journalism

EXPERIENCE

Junior Growth Marketing Associate, Superbolt Marketing Agency | New York, NY

June 2025 – Present

- Own global paid media strategy for Etam France, managing over €85K monthly across Meta and Google. Scaled ROAS from 1.5 to 2.11 and cut CPA by 41% through budget reallocations, asset group restructuring, and creative rotation testing.
- Led end-to-end strategy and execution for Etam's €12K Summer Fashion Show campaign. Built a phased full-funnel media plan, generating over 2M impressions across pre-event brand awareness phase launched on Meta, Google, and TikTok.
- Conducted U.S. DMA-level expansion analysis across six markets by benchmarking YoY CTR, CVR, and ROAS using Meta, Google, and TikTok data, guiding client retail team to prioritize Miami for physical expansion.
- Partnered weekly with analytics and creative teams to QA pixel data and troubleshoot backend attribution issues through Metabase, GTM, and Power BI. Synthesized insights into client reports supporting reallocations, saving €10K in media spend.

Brand Strategy Summer Analyst, Intel Corporation | Santa Clara, CA

June 2024 – Aug. 2024

- Conducted stakeholder interviews with 7 executives across marketing, product, and engineering to guide user segmentation and platform strategy for a 20 million–user audience. Findings supported an executive-approved internal restructure and informed the next-quarter roadmap for social campaigns.
- Developed cross-functional brand activation playbooks that supported over \$1M in paid media budget. Included persona-based segmentation, messaging frameworks, and KPI tracking to align engineers, legal, comms, and sales on campaign objectives.
- Led go-to-market planning for two global B2C campaigns with a combined \$500K budget. Partnered with product, creative, and media teams to optimize messaging, channel allocation, and phased rollout for Intel's annual holiday campaign.

Reporting and Content Marketing Intern, Yelp Inc. | San Francisco, CA

Mar. 2024 - Mar. 2025

- Published 9 editorial and educational pieces on entrepreneurship, brand storytelling, and digital marketing to help new business owners navigate growth and craft brand narrative, achieving 1K average views per article on Yelp Business Blog and Entrepreneur.com.
- Created and implemented a scalable content distribution strategy on Meta platforms, boosting campaign traffic value by 20% and driving stronger SEO visibility for local businesses on Yelp and third-party media platforms.
- Built and analyzed a feedback collection system reaching over 9K business owners on Instagram, qualitative insights to uncover user pain points and surface content gaps, helping prioritize B2B blog content and contributing to a 6% lift in social engagement.

Research Analyst Assistant, Northwestern University Undergraduate Research | Evanston, IL

Sept. 2023 – Present

- Co-authored a paper accepted at the American Journalism Historians Association (AJHA) Conference (Sept. 2025), analyzing 30+ years of media coverage to identify patterns in agenda-setting and institutional framing.
- Led archival and qualitative research across 9 expert interviews by reviewing 200+ academic articles and coding findings using SPSS and Qualtrics to identify historical gaps and surface thematic insights.
- Created a structured research approach by mapping timelines, surfacing edge cases, and synthesizing findings into frameworks that inform a peer-reviewed manuscript and broader communication models.

Paid Media Summer Analyst, rEvolution Sports Marketing, LLC | Chicago, IL

June 2023 – Aug. 2023

- Managed 4 B2B programmatic campaigns for 4 Fortune 500 companies by trafficking and pacing advertisements, adjusting bid strategies for optimization, and refining target markets achieving daily targets of 600k views and 0.08% CTR.
- Developed \$30k strategic growth plan for global nonprofit through audience segmentation and A/B testing to identify underserved demographics, managing campaign P&L to project 2M impressions and 1.5% CTR with positive ROMI.
- Collaborated with engineering and vendor teams to support ERP implementation and payment automation, improving cross-functional workflows and campaign reporting via Monday.com.

Marketing & Media Committee President, A&O Productions | Evanston, IL

Sept. 2021 – June 2025

- Led end-to-end marketing strategy for 15+ large-scale entertainment events, managing \$1K+ budgets, aligning with talent agencies and student orgs, and coordinating with university stakeholders to drive campus-wide engagement.
- Trained a 26-person team introducing standardized creative briefs, approval flows, and post-event performance reviews to scale execution across campaigns.

ADDITIONAL INFORMATION

- **Technical:** SQL, R, Tableau, Power BI, A/B Testing, Funnel Analysis, Meta/TikTok Ads Manager, Salesforce CRM, Adobe Analytics, Data Visualization, Google Workspace, Microsoft Office, Figma
- **Certifications:** Google Data Analytics (July 2024), Ads Display (Aug. 2023), and Campaign Manager 360 (Aug. 2023)
- **Languages:** Korean (Fluent), Spanish (Professional)
- **Interests:** Tennis (NU Club), Long-Distance Running (1:52 Half-Marathon), *How I Built This* with Guy Raz, Street Photography