

Ohnyu (Charlotte) Che

charlotteche3@gmail.com | (201) 678-8459 | LinkedIn: [Charlotte Che](#) | GitHub: [CCharlotteChe](#)

EDUCATION

Northwestern University

September 2021 - June 2025

B.S. in Journalism, minors in Data Science and Spanish, certificate in Integrated Marketing Communications Evanston, IL

- **Cumulative GPA:** 3.9/4.0 (Dean's List: 9/9); **ACT:** 35/36
- **Relevant Coursework:** Data Science and Visualization with R, Consumer Research and Data Analytics in Marketing, Integrated Marketing Communications Strategy, Principles of Entrepreneurship, Organizational Behavior & Management

RELEVANT EXPERIENCE

Intel Corporation

June 2024 - August 2024

Market Research and Paid Enablement Strategy Summer Analyst

Santa Clara, CA

- Led organizational transformation analysis through stakeholder interviews with six industry leaders, developing data-driven recommendations for 20M+ user base segmentation and platform strategy, resulting in C-suite approved restructuring
- Created process guides for company-wide paid media campaigns, collaborating with external agencies and C-suite to deliver clear timelines, creative needs, limitations, and roles, supporting an annual boosted media budget of \$1M+
- Project lead for two B2C e-commerce campaigns across mainstream media and key geographic regions, optimizing digital customer journey and conversion funnel by developing cross-channel promotional strategies based on past performance metrics and competitive analysis for upcoming product launches

Yelp Inc.

March 2024 - Present

Reporting and Digital Content Marketing Intern

Remote

- Published nine stories for Yelp Business Blog and Entrepreneur Magazine, interviewing business owners and researching SEO investment, paid media ROI, and pricing models, generating 6% social audience growth through targeted content
- Executed a strategic partnership framework by analyzing 8 industry publications' performance metrics, resulting in targeted recommendations to increase monthly traffic value by an expected 20% and expand Yelp's thought leadership presence
- Designed customer feedback system reaching 9K+ business owners on socials by creating educational and interactive business content, identifying key pain points and opportunities to inform Yelp's B2B resource optimization strategy

Northwestern University – Medill School of Journalism Undergraduate Research

September 2023 - Present

Research Analyst Assistant for Dr. Bradley Hamm

Evanston, IL

- Designed and executed comprehensive research methodology to analyze 30+ years of institutional data, synthesizing findings into actionable frameworks that shaped agenda-setting mass communications theory for a working manuscript
- Led verification process through qualitative research interviews at U.S. communications conferences with 9 pioneering scholars, utilizing SPSS and Qualtrics for systematic data validation and developing critical insights for reputation analysis

rEvolution Sports Marketing, LLC

June 2023 - August 2023

Paid Media Summer Analyst

Chicago, IL

- Managed four B2B programmatic campaigns for four Fortune 500 companies by creating and monitoring advertisements, adjusting bid strategies, and refining target markets achieving daily targets of 600k views and 0.08% CTR
- Implemented strategic growth plan for global nonprofit through audience segmentation and A/B testing in Salesforce CRM to identify underserved demographics and optimize \$30k marketing spend, managing campaign P&L to project 2M impressions and 1.5% CTR with positive ROMI, presenting to key stakeholders
- Oversaw vendor and sponsor relationships by maintaining accurate payment schedules and assisting ERP implementation

EXTRACURRICULARS

A&O Productions

September 2021 - Present

Marketing & Media Committee President | Marketing Consultant

Evanston, IL

- Campaign lead for 15+ large-scale entertainment events, managing \$1k+ annual budget while building strategic partnerships with talent agencies, university stakeholders, and 8+ student organizations to drive cross-campus engagement
- Implemented data-driven marketing strategy and training programs for 26-member team, resulting in 900% annual increase in social media engagement (220K+ monthly views) and streamlined campaign execution across digital and print channels
- Executed talent acquisition strategy by designing rigorous recruitment framework, interviewing 50+ candidates per cycle, and implementing personalized growth plans through quarterly 1:1 check-ins, resulting in 98% annual member retention

ADDITIONAL INFORMATION

- **Certifications:** Google Analytics (March 2024), Data Analytics (July 2024), Ads Display (August 2023), Campaign Manager 360 (August 2023), Diploma de Español DELE Level B1–Instituto Cervantes New York (August 2021)
- **Languages:** Korean (Fluent), Spanish (Proficient)
- **Technical:** R; Google Marketing Platforms; Google Suites; Meta Ads Manager; SQL, Salesforce CRM; YouGov; Tableau; Basis Technologies; HubSpot Marketing Suite; Microsoft Office 365; Adobe Creative Cloud; Final Cut Pro; WordPress
- **Interests:** Tennis, *Marketing Happy Hour* Podcast, *The Cut* Magazine, Marvel Cinematic Universe, Street Photography