Ohnyu (Charlotte) Che

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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, Data Journalism, Statistical Methods in Psychology, Principles of Entrepreneurship, Organizational Behavior & Management

RELEVANT EXPERIENCE

Intel Corporation   **June 2024 - August 2024**
Paid Enablement and Brand 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 campaigns across mainstream media and key geographic regions, developing incremental processes and social activations based on audience data, past performance metrics, and competitor analysis

Yelp Inc.   **March 2024 - Present**
Reporting and Content 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 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 of key biographical details and partnerships to establish accurate chronological narratives through interviews at U.S. communications conferences with 9 pioneering scholars, including Drs. David Weaver and Lars Willnat

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 to identify underserved demographics and optimize $30k marketing spend, projecting 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 Data Analytics (July 2024), Ads Display (August 2023), and 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; Salesforce; YouGov; Mintel; Tableau; Basis Technologies; Adelphic; Microsoft Office Word, PowerPoint, Excel; Adobe Creative Cloud; Final Cut Pro; WordPress
- **Interests:** Tennis, Contemporary Piano, Long Distance Running, Marvel Cinematic Universe, Street Photography