

# Ivy Cho

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## EDUCATION

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### Western University

London, ON

*Bachelor of Science, Honors Specialization in Computer Science*

*May 2028*

- 1st – Environmental Engineering Case Competition, 2nd - SheHacks+ Hacker Olympics
- Finalist - TD x AWS x W5 Innovation Sprint Case Competition

## EXPERIENCE

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### Social Media Marketing Intern

Mar. 2025 – Present

*SharpStakes*

*London, ON*

- \* Conducted research on trends and audience engagement to optimize content strategy.
- \* Led Instagram account management for the Careers team, growing the following by **5.5%** through strategic content planning, community engagement, and regular updates
- \* Monitored and analyzed engagement metrics on social media platforms to track campaign success, refine strategies, and improve future promotional efforts.

### Marketing Director

Sept 2024 – Present

*Western Founders Network*

*London, ON*

- \* Developed engaging promotional content, including graphics, videos, and social media posts, to promote career events like firm trips and career fairs, **increasing event awareness and engagement by 450%**
- \* Led Instagram account management for the Careers team, growing the following by **5.5%** through strategic content planning, community engagement, and regular updates
- \* Monitored and analyzed engagement metrics on social media platforms to track campaign success, refine strategies, and improve future promotional efforts.

### First Year Socials Media Coordinator

Nov. 2024 – Present

*Western University Undergraduate Engineering Society*

*London, ON*

- \* **Increased event attendance by 200%** from previous years through targeted social media campaigns, strategic content scheduling, and interactive promotions.
- \* **Boosted online engagement by 320%** year-over-year by implementing dynamic content strategies, including **reels, polls, and interactive stories**.
- \* Strengthened community involvement through **personalized outreach** and **digital engagement initiatives**, driving a significant rise in student participation and connection.

### Minister of Communications

Jun 2023 – Jul 2024

*York Region Student Senate*

*York, ON*

- \* **Increased student engagement by 300%** compared to previous years through interactive assemblies and outreach initiatives as **1 of 6 elected executives representing 135k+ students** in the York Region
- \* Enhanced student participation in advocacy efforts, **driving a 200% rise in student feedback** submissions on policies related to trades curricula, gender-affirming dress codes, and inclusive learning environments.
- \* Strengthened cross-board collaboration by working with the Safe and Caring Schools team, Board of Trustees, OSTA-AECO, and other school boards, **leading to a 50% increase in inter-school engagement** and policy discussions.

## EXPERTISE

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**Skills:** Market research, brand identity strategy, Instagram Analytics, TikTok Creator Search Insights

**Tools:** HTML/CSS, DaVinci Resolve, Adobe Premiere, Figma, Affinity, Lightroom, iMovie, CapCut, Canva