

Ivy Cho

ivy.cho@gmail.com | [LinkedIn](#) | [Portfolio](#) | [GitHub](#)

EDUCATION

Western University

Bachelor of Engineering Science, Software Engineering

London, ON

May 2028

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

EXPERIENCE

Social Media Marketing Intern

SharpStakes

Mar. 2025 – Present

London, ON

- * Created and launched viral short-form content that generated **300K+ views in one week**, driving a **450%+ increase in weekly engagement**
- * Improved average reach per post by **140%** through trend analysis and platform-native storytelling
- * Designed graphics and edited reels using CapCut, Figma, DaVinci Resolve and After Effects, maintaining brand consistency while optimizing for attention
- * Monitored analytics and iterated content strategy based on audience retention, watch time, and trending formats

Marketing Director

Western Founders Network

Sept 2024 – Present

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

Western University Undergraduate Engineering Society

Nov. 2024 – Present

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

York Region Student Senate

Jun 2023 – Jul 2024

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

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