

AMY CHO

amycho@email.edu

336-334-5454

Local Address:
106 Cheyenne Drive
Greensboro, NC 27402

Permanent Address:
24 Bonnie Lane
Charlotte, NC 28273

OBJECTIVE

Seeking a research-related position in a marketing or advertising firm where my knowledge and internship experience in market research can be applied

EDUCATION

The University of North Carolina at Greensboro (UNCG), Greensboro, NC

Bachelor of Science in Marketing, December 2010

GPA: 3.62 Dean's List, 5 semesters

Related Courses: Fundamentals of Marketing Research, Economic and Business Statistics, International Marketing

MARKETING INTERNSHIP

Fresh Market (company headquarters), Greensboro, NC

Marketing Intern, Spring 2010

- Gathered data from company databases and created Excel reports for marketing team
- Participated in weekly updates and assisted with creating reports for district meeting
- Accomplishment: Presented research project results on "Highest Revenue Store Sites" to marketing team

MARKETING RESEACH PROJECTS

UNCG's International Marketing Course

Export Odyssey, Fall 2009

- Conducted online database research to evaluate local company's competitors in target market
- Created successful marketing plan which achieved export of product in new foreign market
- Developed PowerPoint presentation of results and presented to company owner and class

UNCG's Consumer Behavior Course

Research Project for UNCG Dining Services, Spring 2009

- Designed, tested, administered, and evaluated results of surveys given to dining customers
- Conducted focus groups and in-depth interviews of faculty, staff, and student diners
- Compiled results into booklet and PowerPoint presentation delivered to class

CUSTOMER SERVICE EXPERIENCE

AT&T Wireless, Greensboro, NC - Collections Specialist, August 2008–Present

- Train 25–30 new hires on policies and procedures and routinely check for adherence
- Review customer credit records and make decisions about cellular phone account activation

First National Bank, Charlotte, NC - Teller, Summer 2008

Food Lion, Greensboro, NC - Cashier/Clerk, September 2006–May 2008

SKILLS

Computer: MS Office 2007 (Word, Excel, Access, PowerPoint), Internet, and some SPSS

Databases: Conducting research in National Trade Data Bank and Lexis-Nexis

Language: Beginning Spanish and French