

Chanbyeol Choi

Marketing Analyst & Content Coordinator / Open to relocate

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Detail-oriented Marketing Analyst & Content Coordinator with a passion for turning audience insights into campaigns that move people. Skilled across social media content, email marketing, branded design, and campaign strategy, with a habit of digging into performance data to understand what is working and why. Brings experience in SEO, segmentation, and GTM execution to connect marketing activity to measurable customer acquisition outcomes.

EDUCATION

Data Analytics Co-op Diploma | Greystone College | Vancouver, BC
Bachelor of Business Administration | Inha University | Incheon, Korea

Aug 2024 – Jun 2025

Mar 2018 – Feb 2023

TECHNICAL SKILLS

- **Marketing:** Canva, CapCut, Google Ads, Google Analytics, A/B Testing, SEO, Campaign Planning & Performance Analysis
- **Data & Visualization:** Python (Pandas, NumPy), SQL server, SQLite, Excel, Tableau, Power BI
- **Microsoft Office Tools:** Word, Excel, PowerPoint

PROFESSIONAL EXPERIENCE

Junior Marketing Analyst | PhoneBox | Vancouver, BC

June 2026 – Aug 2026

- Led Meta Ads creative concept volume 33% beyond the original brief, delivering 8 concepts all approved for launch, concluding the campaign strategy needed creative grounded in authentic situational empathy, after finding competitors were competing on volume through cheap fast turnaround designs without empathy to customer
- Designed an AI prompting method to generate Meta Ads visual samples from creative concepts, a workflow the team had not tried before, then restructured the creative brief format to share those prompts directly with the designer, cutting designer review time by 50% and production time by about 33%
- Planned a Google Ads campaign targeting international students and newcomers, identified a budget misallocation risk in the initial targeting approach, then researched nationality assumptions against university-specific data to retarget spend to 2 of 8 candidate countries and build a tiered keyword and budget structure
- Built SEO foundation from zero for a site with no prior search tracking by auditing technical fundamentals before content, first checking whether the site itself blocked search visibility, tracing that point to missing canonical tags across 6 pages, and growing organic search to 265 clicks and 6,300 impressions within 3 weeks

POS Data Based Café Business Analysis Ver 1, Ver 2 | Freelance | Vancouver, BC | [Portfolio](#)

Apr 2026 – May 2026

- Constructed a 5-month operational dataset from scratch by digitizing handwritten POS, inventory, and shift logs into SQLite, enabling category-level & hourly sales analysis where no historical data infrastructure existed
- Designed SQL-based KPIs on Ver 1 (Milk per Bill, Revenue per Labor Hour, Coffee Inventory Intensity) that surfaced a 20% sales decline across all categories of the menu against a specific inventory surge mismatch (espresso bean orders +40% while espresso sales -20%) and shifted focus to whether cutting swing shift is actually saving money or not on Ver 2 since the data window was expanded with adding more monthly sales data, category-level and hourly sales analysis
- Diagnosed a swing-shift labor cost-cut decision (-64% hours, ~\$570/mo saved) against a coupled -24.1% lunch-hour revenue drop (~\$5,171/mo lost) since service gets slow and customers must wait longer, also suggested a structural misalignment between purchasing and demand signals; reasoned past the surface "cost problem" to the real demand problem underneath and delivered 4 actionable recommendations

NPS Data Analyst Intern | PTKOREA | Seoul, South Korea

Mar 2023 – Aug 2023

- Identified recurring patterns within over 1,000 of raw data (NPS responses - 'Others') from Samsung Website of UK and Japan, developing a written classification guideline in Excel covering category definitions and decision rules that contributed to helping the team figure out the cause of user-dissatisfaction and improving about 15% of NPS score in 2 weeks

PROJECTS

TooGoodForFun ; Last-Minute Activity Deals Marketplace | Marketer | [Portfolio](#)

Sep 2026 – Oct 2026

- Drove go-to-market strategy for TooGoodForFun, a marketplace built at ProductBC's Build-a-thon, pushing the team. from a generic deals-listing concept toward a commission-based revenue model; designed a 10% per-booking pricing structure and selected the customer as the primary user, then built the acquisition loop (free business onboarding, Instagram-driven demand generation) to convert idle off-peak business capacity into bookable revenue

VOLUNTEER

Marketing Coordinator | ProductBC | Vancouver, BC | [Portfolio](#)

Sep 2026 – Present

- Designed visual assets in Canva aligned with ProductBC's brand tone for email and social content
- Executed email marketing campaigns targeting BC's product management community
- Created and publishing LinkedIn content to drive event awareness and registrations