

# SHANSHAN GUO

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## EDUCATION AND QUALIFICATIONS

### *Master of Marketing Communications*

Melbourne, Australia | Jul. 2023 – Now

Faculty of Arts, The University of Melbourne

### *Bachelor of Management in Public Relations*

Shanghai, China | Sep. 2019 – Jun. 2023

College of Humanities, Donghua University

**Core Courses:** Statistics for Communication Science (97%), Investigation Report of Public Relation (91%),  
The Public Relations Research and Evaluation (90%), Cross-Cultural Communication (90%),  
Practice of Public Relations and Examples Analysis (88%), Marketing (88%)

**Awards:** 2<sup>nd</sup> Class Scholarship at School Level (Top 10%)

## INTERNSHIP AND WORK EXPERIENCE

### *PR Intern, MCM (Modern Creation München), Shanghai*

Sep. 2022 – Dec. 2023

- Collaborated in crafting, editing, and translating diverse press releases, ensuring clear and compelling communication.
- Managed the sample process efficiently: meticulously maintained the daily sample loan record, oversaw sample packing and unpacking operations, and ensured the showroom's impeccable presentation.
- Supported contract and payment process, delivered monthly report and updated media contact list

### *PR Intern, MSL China, Shanghai*

Apr. 2022 – Jul. 2022

- Responsible for media advertising, increased the exposure rate of the product, and wrote public relations manuscripts and letters in Chinese and English
- Responsible for collecting and arranging monthly media communication feedback, regularly arranging and writing competitive industry analysis reports
- Assisted in the planning and coordination of marketing campaign, participated in daily media communication and cooperation, and sorted out dozens of series and hundreds of pairs of products

### *PR Intern, Dentsu Public Relations Consulting, Shanghai*

Jul. 2021 – Oct. 2021

- Wrote weekly thematic articles on emerging domestic brands, totaled dozens of manuscripts, sorted and summarized the content of articles on Nippon Paint over the past three years, and produced communication analysis reports
- Studied policy documents and assisted in writing Nippon Paint's monthly manuscript planning, classifying online public opinion information and compiling manuscript dissemination effect reports
- Assisted in designing and arranging the itinerary of location shooting activities, communicated intentions with clients in a timely manner, and assisted in maintaining media relations

### *Interviewer, Office of Scientific Research & Development, Sun Yat-sen University*

Dec. 2020 – Apr. 2021

- Participated in the major project of National Social Science Foundation, *Urban Residents' Perceptions of Hot Topics in Current Affairs*: mainly completed questionnaire surveys and interviews with Shanghai's local population
- Independently searched for over 10 qualified respondents inside and outside campus to complete the half-hour questionnaire

## EXTRACURRICULUM ACTIVITIES

### **Member of the research group (new media, public opinion, data visualization)**

Dec 2021 - Apr 2022

Research Assistant

- The third author of “The Battle for Public Opinion of ‘Japan's Nuclear Wastewater Sea Discharge’” (published on *Open Journal of Political Science*);

- Assist in research, completed tasks including collecting and arranging data, literature review research, writing scientific research reports, and visualizing results using ppt;
- During the group period, I participated in the research on topics such as the construction of Shanghai's city image and the optimization and improvement of the medical and health system in the post-epidemic era.

### The 8<sup>th</sup> China University Students PR Plan Contest

May - Aug 2021

National Second Place

- Write preliminary brand background research, brainstorm targeted planning of phased activities, actively communicate with team members, gain rich experience in writing project planning books;
- In this project, I have successfully connected theoretical knowledge and practice, and solved the problem of lack of coherence in planning activities through the connection of key images and storytelling.

### Student Career Center of Donghua University, Shanghai

Sep 2020 - Aug 2022

Responsible Editor of WeChat Official Account

- The third year, responsible for task arrangement, coordinating internal work, reviewing manuscripts, etc.;
- The second year, completed tasks such as setting interview outline questions, communicating interview time, and coordinating work content, and wrote more than 10 articles with a total of over 3,000 views;
- Won the title of "Excellent Editor" of Donghua Employment New Media Center in 2020.

### Shanghai College Students' Innovative Entrepreneurial Training Plan Program

Mar 2020 – Dec 2021

- Contact unfamiliar interviewees in related industries to conduct in-depth interviews, collect various relevant background information, independently design questionnaires and organize statistical data;
- Participated in the completion of the project book, the writing of the final thesis, etc. The project is still in progress and has received 6,000 yuan of financial support.

## KEY SKILLS

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**Languages:** English CET-6 527, CET-4 573, IELTS 6.5; Mandarin (native); German (basic).

### IT skills:

- Proficient in **Microsoft Office** (*Word, PowerPoint, Excel*), Adobe **Photoshop/ Premiere Pro/ Animate**, IBM **SPSS** Statistics and Visual Basic from experiences at university.
- Fully proficient in use of XMind (a mind map application).
- Experience of iOS and Windows computer system.

## ADDITIONAL INTERESTS AND ACHIEVEMENTS

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### Interests:

- Table Tennis; Pipa (A Kind of Traditional Chinese Instrument); Books/ Reading;
- Learning new skill and discover the amazing world.

### Achievements:

- Certificate For National **Computer** Rank Examination (NCRE);
- Certifications Of Chinese Character Test (the best class); Mandarin Proficiency Test (Level 2, Grade A);
- **Volunteer** Certificate of Donghua University (volunteer time over 120 hours).