

# Ziwei (Franklyn) Guo

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## EDUCATION

### University of California, Los Angeles

Los Angeles, CA

*Bachelor of Science in Statistics and Data Science - Major in Statistics and Data Science*

*EGD: June 2025*

- Minor in Food Studies
- Cumulative GPA: 3.7/4.0

## WORK & PROJECT EXPERIENCE

### Novaland Media & Film Production, Inc.

Los Angeles, CA

*Marketing Intern*

*July 2024 - August 2024*

- Conducted market research surveys to gather insights on audience preferences and trends for an upcoming basketball video game, helping shape targeted marketing initiatives.
- Developed and proposed strategic collaboration plans with potential influencers and brands to increase game visibility and engagement across diverse audience segments.

### 2024 DataFest

Los Angeles, CA

*Data Festival Competition Participant*

*May 2024*

- Executed comprehensive data analysis to identify key factors affecting student learning outcomes on the CourseKata platform, resulting in actionable recommendations for improving statistical learning experiences.
- Analyzed the impact of textbook versions and student constructs on problem-solving accuracy, discovering significant effects of textbook versions and providing insights for educational material improvements.

### Impact of Chocolate and Pet Interaction on Cognitive Function

Los Angeles, CA

*STAT 101B Class Final Project*

*Mar 2024 - June 2024*

- Carried out an experimental design project to investigate the effects of chocolate consumption and pet interaction on cognitive function, utilizing randomized block design and ANOVA analysis.
- Demonstrated significant findings on the impact of chocolate and pet interaction on cognitive test scores, providing a basis for further research in cognitive science.

### Analysis of Factors Influencing NBA2K Player Salaries

Los Angeles, CA

*STAT 101A Class Final Project*

*Jan 2024 - Mar 2024*

- Conducted comprehensive regression analysis to identify and quantify the significant factors influencing NBA2K player salaries, providing valuable insights into the determinants of player compensation in the virtual gaming industry.
- Performed data cleaning, descriptive analysis, and multivariate linear regression model construction.

### Haicheng Suprasuny Pump Co., Ltd

Haicheng, China

*Data Analyst Intern*

*May 2023 - Aug 2023*

- Implemented data analysis on sales trends and customer preferences using Excel, optimizing inventory management and forecasting to enhance sales efficiency by 30% and improve production planning.

## LEADERSHIP & EXTRACURRICULAR EXPERIENCE

### Chinese Student and Scholars Association at UCLA

Los Angeles, CA

*Social Media Editor*

*Oct 2023 - Present*

- Curated culturally relevant content, including event highlights, educational resources, and community spotlights, to foster a sense of belonging and connectivity among Chinese students at UCLA.

### UNICEF

Irvine, CA

*Board Member*

*Sept 2019 - May 2021*

- Contributed to the planning and implementation of fundraising events and advocacy campaigns, mobilizing the student body to support UNICEF's mission and raise awareness about global child rights issues.

### IVC Computer Science Club

Irvine, CA

*Board Member*

*Sept 2020 - May 2021*

- Spearheaded initiatives to organize coding workshops, hackathons, and networking events, empowering members to enhance their technical skills, collaborate on projects, and connect with industry professionals.

## SKILLS, AWARDS & INTERESTS

**Skills:** Microsoft Office, G Suite, Adobe, Canva, HTML/CSS, Python, R, R Markdown, G\*Power, C, C++

**Awards:** Edison International STEM Scholarship, ASIVC - Mathematics and Computer Sciences Scholarship

**Interests:** Playing tennis and basketball, attending church, trying new foods, and volunteering