

Maria Rasskazova
PhD student in Digital Economics
Paris and Nancy, France | LinkedIn | GitHub | HAL | ORCID

SKILLS

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- Project management.
 - Investigation.
 - Identification.
 - Data analysis: *Python, R, SQL, Excel*.
 - Data presentation: *Tableau, Powerpoint*.
 - Communication: French, English, Russian, German.
 - Critical and creative thinking.
 - Independence.
 - Flexibility.

EDUCATION

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| University Sorbonne Paris Nord <i>PhD Candidate in Economics</i> | Paris <i>2021 - Today</i> |
| <ul style="list-style-type: none">• Working title of the thesis: "The Economics of Content Creation: Creators' and Platforms' Strategies".• Under the supervision of François Moreau (CEPN, USPN) and Thierry Penard (CREM, University of Rennes).• CEPN PhD students representative from 2022 to 2024. | |
| University of Rennes <i>Master's Degree in Innovation Management - Digital Strategies & Innovation</i> | Rennes <i>2020</i> |
| <ul style="list-style-type: none">• With Distinction: Assez Bien.• Major in Digital Economics. | |
| University of Lorraine <i>Combined Bachelor's Degree Law & Economics</i> | Nancy <i>2018</i> |
| <ul style="list-style-type: none">• Bachelor's Degree in Law.• Bachelor's Degree in Economics. | |

WORK EXPERIENCE

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| University of Lorraine – School of Management <i>Temporary Assistant Lecturer</i> | Nancy <i>October 2024 - Today</i> |
| <ul style="list-style-type: none">• Taught undergraduate courses in Economics:<ul style="list-style-type: none">• 1st year bachelor degree: Microeconomics, Macroeconomics, Finances.• 3rd year bachelor degree: Economic Policies.• Affiliated to BETA - Bureau d'Économie Théorique et Appliquée. | |
| University Sorbonne Paris Nord <i>Ph.D. Candidate in Economics</i> | Paris <i>October 2021 - Today</i> |
| <ul style="list-style-type: none">• Conducted research on the structure of French content creators:<ul style="list-style-type: none">• Contacted 1,150 online video makers per mail, cleaned 266 survey responses and analysed 145 of them with Python and R.• Documented the factors structuring content creators' economy and the factors of creators' professionalisation.• Investigated the impacts of YouTube's moderation policy changes on content production and creators' visibility on the platform:<ul style="list-style-type: none">• Inspected content of 51,583 English-speaking YouTube channels from August 2016 to October 2017.• Modelled trends in creators' production strategies.• Shared results at various scientific conferences.• Supervised the organisation of various research seminars:<ul style="list-style-type: none">• Wrote calls for communications.• Negotiated fundings for the events with diverse institutions. | |

Deloitte General Services
Human Resources Data Analyst

Luxembourg
February - May 2021

- Produced monthly reports throughout Excel for the finance department.
- Analysed human resources metrics (absenteeism, salary gap, turnover) and produced deliverables to the head of the human resources department.

Qare

Data Analyst

Paris

March - August 2020

- Defined and implemented temporal, quantitative and qualitative KPIs in line with business needs through SQL, Python and Tableau.
- Produced deep-dive analyses of the platform's user behaviours: adoption and customer retention.
- Created and maintained dashboards for the marketing and product departments on Tableau.

Centre de Recherches en Économie et Marketing (CREM, University of Rennes)

Research Assistant

Rennes

April - July 2019

- Investigated the adoption factors of connected objects in open-air sports (ADORES_IOT project):
 - Recruited survey participants. Processed and analysed data from 423 survey participants.
 - Shared results at Marsouin Conference in May 2019.
- Produced and delivered reports documenting the scientific literature on artificial intelligence and labour.

VOLUNTEER PROJECTS

Young researchers' network of LabEx ICCA (RJC ICCA)

Board member

Paris

2021 - Today

- Oversaw the network's communication on social media (website, newsletter, twitter, discord).
- Collaborated in the organisation of the 5th study day of the network: drafted the call for communications, selected participants and marketed the event.
- Organised data analysis seminars for PhD students.

Indie Collective

Volunteer

Rennes

2019 - Today

- Board member from April 2020 to April 2023.
- Helped in organising events around video games: game jams, podcasts, Stunfest festival.

COMMUNICATIONS

- Rasskazova, M. "Join us, we have opportunities": the influence of intermediaries in French content production. *LabEx ICCA Seminar: Socio-technical Intermediaries & Platformization of Culture*, LabEx ICCA, Apr 2024, Aubervilliers & Paris, France.
- Rasskazova, M. "Adpocalypse : the impact of platform's monetization policies on content production." *AFREN Summer School*, July 2023, Avignon France.
- Rasskazova, M. "Content creation on platforms: French video makers' business models typology". *1ère Journée d'études de l'ARCOM*, ARCOM, Nov 2022, Paris & remote, France.
- Petr C., Bonnet B., Cadiou E. , Rasskazova M., et al.. "Sports de pleine nature : premières explications sur les variables de l'adoption et du rejet des objets connectés". *Conférence 2019 Marsouin, Recherche sur la société numérique et l'innovation*, 2019.