Maria Rasskazova
PhD Candidate in Digital Economics

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SKILLS

- Analysis and problem solving.
- Critical and creative thinking.
- Project management.
- Flexibility.

- Data analysis: *Python, R, SQL, Excel.*
- Data presentation: *Tableau, Powerpoint.*
- Communication: French, English, Russian, German.

EDUCATION

University Sorbonne Paris Nord **Paris**
PhD Candidate in Economics *2021 - Today*
- Working title of the thesis: ***"The Economics of Content Creation: Creators' and Platforms' Strategies".***
- Under the supervision of François Moreau (ACT, USPN) and Thierry Penard (CREM, University of Rennes).
- CEPN PhD students representative from 2022 to 2024.
- Board member of Young researchers' network of LabEx ICCA (RJC ICCA) from 2022 to 2024.

University of Rennes **Rennes**
Master's Degree in Innovation Management - Digital Strategies & Innovation *2020*

University of Lorraine **Nancy**
Combined Bachelor's Degree Law & Economics *2018*

WORK EXPERIENCE

University of Lorraine - School of Management **Nancy**
Temporary Assistant Lecturer *October 2024 - August 2025*
- Taught undergraduate courses in Economics:
    - 1st year bachelor degree: Microeconomics (54h), Macroeconomics (54h), Introduction to the Economics of Money and Banking (9h), Statistics (24h).
    - 3rd year bachelor degree: Behavioral Economics applied to Economic Policies (36h).

University Sorbonne Paris Nord **Paris**
Ph.D. Candidate in Economics *October 2021 - Today*
- Conducted research on the structure of French content creators:
    - 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 cretors' professionalisation.
- Investigated the impacts of YouTube's moderation policy changes on content production and creators' visibility on the platform:
    - Inspected content of 51,583 English-speaking YouTube channels from August 2016 to October 2017.
    - Modelled trends in creators' production strategies.
- Studied the evolution of video supply on YouTube for the 2016-2019 period:
    - Analysed the influence of the implementation of new content moderation policies on the metadata from 34,876,723 videos.
- Supervised the organisation of various research seminars & negotiated fundings with diverse institutions:
    - CEPN doctoral workshops, quantitative methods and research seminars for RJC ICCA.
    - Study days "Innovations et productions culturelles à l'ère numérique" (27th June 2022), '20 years of video creation on the Internet' (17th-18th October 2024).

Deloitte General Services   **Luxembourg**
Human Resources Data Analyst   *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   **Paris**
Data Analyst   *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)   **Rennes**
Research Assistant   *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.

WORKING PAPERS
- Rasskazova, M. "Production and monetisation practices of online French video creators on YouTube and Twitch."
- Rasskazova, M. "YouTube's Adpocalypse: study of creators' participation on the platform after the implementation of a demonetisation policy."
- Rasskazova, M. "Advertiser-friendly production? A longitudinal study of supplied content diversity on YouTube."

COMMUNICATIONS
- 2025:
  - AFREN 3EN, June 2025, Nanterre (Paris), France
  - Young Research Workshop (YRW) of the 23rd International Conference of the Association for Cultural Economics International, June 2025, Rotterdam, Netherlands.
- 2024:
  - AFREN Young Researchers Workshop, November 2024, Paris, France.
  - LabEx ICCA Summer School, September 2024, France.
  - AFREN 3EN, June 2024, Rennes, France.
  - CEPN Young Researchers Seminar, May 2024, Paris, France.
  - LabEx ICCA Seminar: Socio-technical Intermediaries & Platformization of Culture, April 2024, Aubervilliers (Paris), France.
- 2021-2023:
  - LabEx ICCA Summer School, September 2023, France.
  - AFREN 3EN, July 2023, Avignon, France.
  - CEPN Young Researchers seminar, April 2023, Paris, France.
  - First ARCOM Research Day, ARCOM, Nov 2022, Paris & remote, France.
  - AFREN Young Researchers, October 2022, Paris France.
  - LabEx ICCA Summer School, September 2022.
  - AFREN Young Researchers Workshop, October 2021, Paris, France.