

# Xianglin Su

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## Work Experience

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### Guangzhou Daily News Group Center

Guangzhou, China

Think Tank Researcher

June 2020 - Present

- Provide research, decision-making and consultancy services mainly for government units.
- Participate in customer communication, clarify the needs and formulate the research outline; mainly use research methods such as literature analysis, questionnaire survey and in-depth interviews to sort out the existing problems and pain points, put forward relevant suggestions and form a research report.
- The projects involved include airport economy, digital economy, science and technology innovation, etc.

## Projects

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### Marketing Mix Modeling Bootcamp

Data science consultant

June 2022 - Aug 2022

To evaluate the impact of various marketing tactics on sales volume and ROI, and optimize future marketing return on investment (MROI), build multivariate regression models with R. It improved ROI by 9%.

- Collected, aggregated, cleaned data and managed the ETL process using MySQL.
- Created data visualization using Tableau.
- Performed MMM with R to measure different marketing channel effectiveness.
- Build Tableau dashboards to visualize model results, generated informative visualizations including AVM, model contributions and media ROIs to deliver key business insights, and analyzed the effectiveness and efficiency of different media activities (e.g., TV GRPs, Paid Search Clicks, Display Impressions, etc.).
- Provided recommendations on budget optimization using Excel Solver.
- Created deck to summarize model findings and presented the results to the team.

### Clubear Statistic Bootcamp

Data analyst intern

Apr 2022 – May 2022

To maintain brand reputation and optimize brand marketing strategy, build a series of models with R to analyze the text.

- Collected text data using Octopus software.
- Created informative visualizations including trends in online voice and high frequency keywords with Word Clouds.
- Build LDA model to understand the deeper meanings of online texts.
- Build sentiment analysis to mine the emotional tendency behind the texts.
- Build Holt-Winters model to predict opinion changes during a short period of time.

## Publications

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- Guangchao Charles Feng, **Xianglin Su** & Yiru He.(2023): A Meta- Analytical Review of the Determinants of Social Media Discontinuance Intentions, Mass Communication and Society, DOI: 10.1080/15205436.2023.2263872
- **Su Xianglin.**, Feng Guangchao.(2023). A Study on Stereotypical Portrayal of Aggressive Behaviors of Adolescents and Children in Chinese Mainland Films. Journalism & Communication Review, 76(2),117-128. (Paper in Chinese)
- Guangchao Charles Feng., Zhiliang Lin., **Xianglin Su.**, & Wanhua Ou.(2021). A Model-based Meta-analysis of Willingness to Participate in Cancer Screening. International Journal of Environmental Research and Public Health, 18(5), 2580.
- Chen Wanji., Li Ying., **Su Xianglin.**, Liu Yufei., & Liu Yixuan.(2021). A Study on the Influencing Factors of Public Willingness to Participate in Community Science Popularization Activities—Taking Shenzhen as an Example. Studies on Science Popularization, 16(2),107-112. (Paper in Chinese)
- Guangchao Charles Feng., **Xianglin Su.**, Zhiliang Lin., Yiru He., Nan Luo.,& Yuting Zhang. (2020). Determinants of technology acceptance: Two modeling-based meta-analytic reviews. Journalism & Mass Communication Quarterly.
- **Su, X.** (2020). Content Analysis of HPV Vaccine Messages on Chinese Social Media. Jurnal The Messenger, 12(1), 63-73.

## Education

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### Shenzhen University

*Sep 2017- July 2020*

- M.A., **School** of Communication
- Cumulative Grade Point Average: 3.3/5.0

Shenzhen, China

### Guangxi University

*Sep 2013- June 2017*

- B.A., Department of Journalism & Communication. Minor in Accounting
- Cumulative Grade Point Average: 3.6/5.0

Nanning, China

## Leadership & Activities

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- Conference Presentation  
Determinants of technology acceptance: Two modeling-based meta-analytic reviews, 102th AEJMC, August. 2019.
- Volunteer at community service for 30 hours per year to support events.

## Skills & Interests

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- Technical: Proficient knowledge of Microsoft Office, familiar with SPSS, SQL, R language and Python
- Language: Fluent in English and Mandarin
- Interests: Chinese cuisine, philosophical books, films, shiba inu, and enjoy tennis (2023 Canton Newspaper Cup Tennis Tournament Women's Singles 3rd Place)