

# Wenwen Guo

(+31) 0626685212 | wenwen.guo@student.uva.nl

## EDUCATION

- School of Social and Behavioural Sciences, University of Amsterdam** | Amsterdam, The Netherlands *Feb. 2023 – present*
- Major: Communication Science: Research Master's (Academic); Major GPA: 7.74/10.0
  - Core Coursework: Big Data & Automated Content Analysis, Part I & II (8.0), Using R for Data Wrangling, Analysis and Visualization (9.0), Structural Equation Modeling (7.7), Shaping Society: How Organisations and the Media Influence Public Issues (8.2), Content Analysis (7.4), Survey Design (7.2), Experimentation in the Social Sciences (7.4)
- School of Journalism and Communication, Peking University** | Bachelor | Beijing, China *Sept. 2018 – Jul. 2022*
- Major: Advertisement; Major GPA: 3.75/4.00 (Distinction)
  - Core Coursework: Creative Communication Management; Advertising Media Studies; Visual Communication; Brand Studies
  - Awards: Merit Student of Peking University (2021, top10%); Third-Class Scholarship for Peking University (2021, top 5%); Award for Scientific Research (top 10%); Award for Contribution in Student Organizations (top 10%); Scholarship by People's Daily Online (1/95)
- National School of Development, Peking University** | Second Major | Beijing, China *Sept. 2019 – Jul. 2022*
- Major: Economics; Core Coursework: Econometrics, Intermediate Macroeconomics, Intermediate Microeconomics, Financial Accounting

## PROJECT EXPERIENCE

- Research Assistant | Restoring Trust in Journalism: A Cross-Country Investigation into the Impact of Journalistic Repair Strategies,**  
**Amsterdam School of Communication Research / ASCoR** | Supervisor: Dr. M. (Mark) Boukes *Sept. 2023 – Present*
- Conducted literature review, pre-registration, experiment stimuli and scales designs to determine journalist strategies to restore trust.
  - Coordinated with fellow ASCoR members and scholars from over 14 countries to distribute the questionnaire and conduct the experiment.
  - The research proposal has been presented on ICA24 and Etmaal 2023, and awarded with the Top Extended Abstract Award.
  - Key Methods: Experiment, Survey, R, SPSS
- Research Assistant | NKO Data Donation: How Dutch Citizens' Media Use Affect Their Political Voting Behavior,**  
**Amsterdam School of Communication Research / ASCoR** | Supervisor: Dr. F. (Felicia) Loecherbach *Apr. 2024 – Present*
- Performed YouTube video analyses, including retrieving scraping metadata, automated text analysis and topic classification.
  - Analyzed main and indirect effects of Dutch citizens' YouTube streaming details on their voting behavior and political ideology.
  - Key Methods: Automated Content Analysis, Data Donation, NLP, Supervised Machine Learning, Survey, Python, SPSS
- Research Assistant | Mapping the Collective Wisdom of Online Rare Disease Communities: a Patient-Driven Algorithm,**  
**Amsterdam School of Communication Research / ASCoR** | Supervisor: Dr. A.J. (Annemiek) Linn *Sept. 2024 – Present*
- Conducted content analysis on Facebook data to develop an open-source algorithm that maps rare disease communities on social media.
  - Collaborated with a multidisciplinary research team to interpret findings and generate insights.
  - Key Methods: Content Analysis, Data Donation, Interview
- Manual Content Analysis Coder | Digicomlab, ASCoR** | Grant Number: TF.24.05 *May 2024*
- Provided manual content analysis coding on political outgroup representations and evaluations for YouTube Comments.
- Manual Content Analysis Coder | Digicomlab, ASCoR** | Project Number: R2522.0025 *May 2023*
- Coded on the topic of Feminism perceptions and actions on Chinese social media (Weibo Posts).
- Increasing Brand Trust in Cross-country Brands** | Peking University | Supervisor: Dr. Yan Han *Jun. 2021 – Jul. 2021*
- Conducted literature research on brand trust in fields of economy, psychology, sociology, and management.
  - Approached brand trust under Hess's Ternary Brand Trust Theory and summarized factors and tactics to building brand trust.
- ## WORK EXPERIENCE
- Tencent** | Beijing, China | Product Manager, Corporate Development Group (CDG) *May 2023 – Aug. 2023*
- Developed and promoted a non-profit carbon neutralization platform TanLIVE to support the net zero emissions goal in 2040.
  - Attended meetings and summits to trade resources with global and national sustainability departments, including UNESCO, the Hunan Provincial Department of Ecology and Environment, and China Petroleum and Chemical Industry Federation.
- iQIYI** | Beijing, China | Advertising, Overseas Business Department *Sept. 2021 – Dec. 2021*
- Conducted influencer marketing to drive user generation and content promotion.
  - Reviewed over 1,000 advertising videos in more than 8 languages, ensuring compliance with regional policies and ad effectiveness.
- JD** | Beijing, China | Integrated Marketing Communications, JD Home Appliances *Jan. 2021 – Mar. 2021*
- Plotted the "Super 5", "double 11" sales event, picked out actors for the Television Commercial and utilized the final shooting clip.

- Delivered marketing research through mass data platforms and social media platforms to nail down its final brand spokesperson, which helped JD win 4 times its usual engagement and double its followers on Weibo.

**Tencent** | Beijing, China | *Content Operation, WeChat*

*Jul. 2020 – Nov. 2020*

- Edited more than 150 short videos independently (mainly entertainment and sports videos), with highlight video exceeding 20k likes.
- Hosted creative video planning and audited approximately 1,000 videos in terms of scene composition and lens language.

**ByteDance** | Beijing, China | *PSA Advertising, Ocean Engine*

*Apr. 2021 – Jul. 2021*

- Edited more than 100 advertisements for an environmental conservation organization, with the cost minimizing to \$0.1 per new user.
- Distributed over 200 advertising plans through the Ocean Engine platform and optimized them according to CPC and CPM performance.

**Jiangsu Broadcasting Corporation** | Beijing, China | *"Stand to the End" entertainment show & news center*

*Jul. 2019 – Aug. 2019*

- Studied the language norms and taboos in radio and television, and independently formed 100 formal game questions.
- Interviewed nearly 50 applicants with the director to select the final candidate.
- Edited more than 100 daily news and corrected over 40 scripts.

## **LEADERSHIP & ACTIVITIES**

---

**Waitress** | Fulu Mandarijn | Amsterdam, The Netherlands

*Apr. 2023 – Present*

- Two-times winner of most popular waiter/waitresses, with excellent collaboration and negotiation skills.

**Media Volunteer for the Beijing 2022 Winter Olympic Games** | Mixed Zone Assistant | Beijing, China

*Nov. 2020 – Present*

- Assisted reporters in the Mixed Zone to interview players from 13 Ice Hockey national teams in the Winter Olympics, helping them to capture post-game emotions and reflections in order to produce first-hand sports news.
- Aided the press attaches to complete press conferences, and guide athletes under different press requirements.

**Vice President of the Students Union**, School of Journalism and Communication, Peking University | Beijing, China

*Jul. 2020 – Jul. 2021*

- Interviewed over 50 teachers and classmates to form a book documenting Peking University's extracurricular achievement.
- Directly in charge of all promotional activities and reading sessions held for students of all levels in the department.
- Director of various large school events, including the Top Ten Singers of Peking University, the International Cultural Festival of Peking University, the Summer Gala of Peking University.
- Hosted a bilingual live broadcast *LIVE PKU* through China Daily, China Net, People's Daily English client in English, receiving more than 10,000 real-time views and more than 1,000 likes.

**Orienteering Team**, Peking University | Beijing, China

*Sept. 2020 – Jul. 2022*

- Won individual bronze in the 2021 Beijing College Orienting Competition and gold for the whole team.

## **SKILLS AND OTHERS**

---

- **Language:** Chinese (native), English (fluent, TOEFL 116)
- **Statistical Software:** R, SPSS, Amos
- **Programming:** Python
- **Other Computer Skills:** Qualtrics, Microsoft Office, Adobe Ps, Pr, Ae, Ai, Avid Media Composer, Davinci
- **Art and Athletic Skills:** Singing, Chinese Shuttlecock, Orienteering, Guitar