Carmen Yuchen Guo

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EDUCATION

University of California, San Diego — La Jolla, CA
M.S., Computational Social Science, 4.0/4.0 GPA — Expected June 2026

Relevant Courses: Statistical Methods, Text as Data, Neural Networks and Deep Learning

The University of Hong Kong — Hong Kong SAR
M.S., Marketing — Graduated July 2022

Relevant Courses: Applied Marketing Research & Metrics, Big Data Consumer Analytics

Peking University — Beijing, China
B.A., Advertising — Graduated July 2021

Relevant Courses: Calculus, Communication Research Method, Principle of Economics
Honors: May 4th Scholarship of Peking University (2018), Academic Excellence Award (2020)

TECHNICAL SKILLS

Machine Learning & Modeling: Supervised and unsupervised learning, regularization (Lasso/Ridge), tree-based models, feature engineering, model evaluation

Programming & Frameworks: Python,R,SQL ; experience with scikit-learn, Pandas, NumPy, PyTorch

Visualization & Communication: Matplotlib, Seaborn, Tableau

Languages: Mandarin (native/bilingual), English (native/bilingual), Cantonese (native/bilingual)

PROFESSIONAL EXPERIENCE

The University of Hong Kong — Hong Kong SAR
Program Manager, Admissions Data Analytics — Dec 2024 – June 2025
Management Trainee — Sep 2023 – Dec 2024

- Selected as one of 7 candidates from 700+ applicants for HKU elite management trainee program
- Led data wrangling and analysis (∼30,000 entries) using advanced Excel formulas and pivot tables to provide longitudinal and comparative application trends and shortlist applicants
- Designed and maintained interactive dashboards with Excel and Power BI integrating multiple data sources for benchmarking, enrollment estimation and diversity metrics monitoring, informing strategic admission decisions
- Collaborated with technical teams to design and evaluate a student support chatbot on Power Virtual Agent, applying topic modeling (LDA) on query patterns to identify information needs and achieved 85%+ goal completion post-launch
- Monitored and analyzed chatbot usage logs including early conversation drop-off and bounce rates to drive continuous improvements

Sandpiper — Hong Kong SAR
Account Executive — June 2022 – Feb 2023

- Conducted comprehensive statistical analysis using R on survey data from 8,087 respondents across 8 countries, summarizing cross-sectional data and employing T-tests and ANOVA to identify demographic and socio-economic patterns
- Produced data-driven insights for 50-page published report on digital lifestyle, including year-over-year changes comparing with last survey
- Developed market-specific data snapshots and visualizations for a consumer expectation survey, identifying country-specific data highlights, enabling tailored distribution of survey findings in different markets
- Compiled monthly Media Monitoring and Analysis Reports, summarizing key news coverages and policy updates related to COVID-19 oral antivirals across the region, sharing trends and opportunities
- Supported development of a healthcare policy white paper through synthesizing relevant literature and

academic publications

RELEVANT PROJECTS

UC San Diego La Jolla, CA

Graduate Researcher – Deep Learning for Multilevel Regression and Poststratification Sep 2025 – Present

- Applied generative deep learning to infer county-level climate opinions from national surveys, extending traditional MRP to handle multiple outcomes and nonlinear interactions
- Designed a three-stage estimation pipeline leveraging latent encoding and demographic poststratification for local opinion distributions

Graduate Researcher – Textual Analysis of Party Influence through Information Disclosure Reports Sep 2025 – Dec 2025

- Trained and validated supervised text classification models (Naive Bayes, LASSO, Decision Tree) to measure Chinese Communist Party influence in university documents using hand-labeled ideological indicator
- Assembled a Chinese-language text corpus, conducted text preprocessing, model comparison and error analysis to apply predictions at scale to thousands of document snippets

The University of Hong Kong Hong Kong SAR

Research Project – Emotional Motivator Network and TikTok Marketing Oct 2021

- Constructed and analyzed emotional motivator co-occurrence networks in TikTok contents using Gephi, discovering patterns relating to brand characteristics
- Performed correlation and Multiple Regression analysis with R to quantify the impact of emotional motivators on viewer engagement