

# Yongqing Guo

Phone Number: +8618611820221 Email: Vicccaguo1220@163.com

---

## EDUCATION

### The American Institute of Applied Sciences in Switzerland

09/2021-07/2024

Pursing the Bachelor of Science in Business Administration, GPA: 3.58/4.0

- **Relevant Courses:** Digital Branding, Advertising, and Media Channels; Creativity and Design Thinking; Marketing Research; Service Management; Macroeconomics, Innovative Technology in Business, Marketing Principles, Project Management, Business Finance
- 

## INTERNSHIP EXPERIENCES

### YanSheng KOL, Beijing, China

08/2023-Present

*Content Creator and Tutor Intern*

- Generated and published more than 20 concise and engaging short videos
- Revised and improved existing content to guarantee precision and clarity
- Implemented optimization strategies to enhance content visibility and reach
- Developed and delivered English classes to students, employing interactive teaching methods for effective learning

### East West Marketing, Irvine, US

04/2023-07/2023

*Marketing Intern, online*

- Played a pivotal role in the "Cloud Tour of Chicago" project, aimed at enhancing Chicago's presence in the Chinese market through content marketing and native advertisements
- Created captivating content about Chicago's tourist attractions, events, and travel strategies through analysis of customer feedback and market data
- Collaborated effectively with design and technical teams to boost content visibility, achieving a 30% higher click-through rate on ads and a 20% increase in inquiries from Chinese tourists

### East West Marketing, Irvine, US

04/2021-12/2022

*Social Media Operation Assistant Intern, online*

- Collaborated closely with account managers to develop creative direction based on seasons, interests, and hotspots for the "Choose Chicago" WeChat public account, and developed promotional strategies for the account
- Conducted research by visiting client websites, social media, and public resources to gather writing materials
- Composed and revised social media content, and coordinated with account managers and art design specialists to ensure content quality and publication

### VICCCACASE, Beijing, China

06/2018-01/2020

*Entrepreneur*

- Partnered with phone case manufacturers to negotiate a 5 RMB variable cost per case, while employing a team of 6 to manage demand
  - Successfully managed partnerships with Key Opinion Leaders (KOLs) and achieved a consistent monthly net profit of 12,000 RMB
- 

## ACADEMIC PROJECTS

### Shopbot Project

09/2023-10/2023

*Group Leader*

- Developed an AI-based virtual shopping assistant, enhancing online shopping experiences for users
  - Conducted extensive research on e-commerce and AI applications and collaborated with industry experts and potential users to gather insights and qualitative data.
- 

## EXTRA-CURRICULAR ACTIVITIES

### The American Institute of Applied Sciences in Switzerland

07/2023-Present

*Student Ambassador*

- Actively promote AUS's programs and values to prospective students and the community
  - Organize events and workshops to provide insights into academic offerings and student life, contributing to increased awareness and engagement
- 

## OTHERS

**Languages:** Mandarin (Native), English (Proficient)

**Technical Skills:** Content development, Video and picture editing, Blogging, Microsoft Office

**Interests:** Choreography Dancing, K-pop Dancing, Boxing, Drawing