

Renqiu Guo

San Francisco, CA | (+1) 929-844-5542 | avena0727@gmail.com

Media studies graduate with experience in creative asset production, film-focused AI campaigns, and public-program communications. Brings visual design training, bilingual content experience, and organized partner coordination to a career in film production.

EXPERIENCE

Growth Marketing | yes& (yesand.ai) | Apr 2026 - Present

- Led weekly AI creative campaigns from campaign design and launch planning through asset production, creator outreach, and social distribution; generated 1M+ organic weekly views.
- Edited and produced promotional videos and creative skills for AI filmmaking and cinematography Skill Challenges.
- Co-launched the Film Remake Challenge with echoesmag.ai and creAtIva, shaping the concept around recreating favorite movie scenes and encouraging creator submissions; reached 1M+ organic views in two weeks.
- Coordinated a product-linked Skill Try-Out Challenge with AI creator communities, encouraging tutorials and creative experimentation; reached 2M+ organic views in two weeks.
- Built a 300+ creator community spanning AI animation, short filmmaking, experimental art, and social UGC; established onboarding and engagement workflows and partnerships with 10+ creator communities and art publications.

M.A. Event Producer | Columbia University, School of the Arts | Oct 2024 - Feb 2026

- Led promotional planning and creative production for 20+ public programs, including film screenings, exhibitions, theatrical events, and panels, with up to 1,000 attendees per event.
- Served as the main liaison for international partnerships, coordinating communications with cultural institutions across the U.S., China, Europe, and Latin America.
- Maintained a 1,000+ contact alumni database and standardized event communications into reusable information, design, and promotion workflows.

Social Media Marketing Intern | Kwai, Inc. (Kuaishou) | Feb 2023 - May 2023

- Produced social content across five active accounts, using platform trends and audience behavior to inform content decisions; generated 500K+ total views.
- Executed bilingual Mandarin-English social campaigns and researched audiences to inform content planning for 10+ digital media and e-commerce campaigns.
- Evaluated emerging AI creative tools, including Midjourney, through hands-on research to refine content production workflows.

EDUCATION & FILM RESEARCH

Columbia University | MA, Media Studies | 2023 - 2026

Tsinghua University | BA, Architecture | 2017 - 2023

Selected presentations: "Another Wong Kar-Wai Analysis: An Othering Interpretation of Cinephilic Mansplaining," SAMLA (2025); "Industrial Exotic: Reconfiguring Chinese Manufacturing Image in Transnational Documentary," Columbia Zoom-In MA Conference (2026).

Design award: Arnaya Theatre House Design Competition, First Prize (2022).

SKILLS

Film & video: Filmmaking, cinematography, photography, video editing (Adobe Premiere Pro, CapCut), color grading

Visual design: Adobe Photoshop, Illustrator, Lightroom; Blender, Figma, Canva

AIGC video: TapNow, OpenArt, Lovart, ComfyUI; Meshy (3D)

Coordination & content: Creative campaign execution, event communications, partner liaison, contact database management, audience research

Languages: Mandarin Chinese (native); English (professional, TOEFL 112)