

Maria Rasskazova

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EDUCATION

University Sorbonne Paris Nord

Paris

PhD Candidate in Economics

October 2021 - Today

- Working title of the thesis: “The Economics of Content creation: Creators’ and Platforms’ Strategies”
- Under the supervision of François Moreau (CEPN, USPN) and Thierry Penard (CREM, University of Rennes).
- Member of CEPN, LabEx ICCA and RJC ICCA.
- CEPN’s PhD students representative from 2022 to today.
- Board member of the young researchers' network of LabEx ICCA (RJC ICCA) from 2022 to today.

University of Rennes 1

Rennes

Master’s Degree in Innovation Management - Digital Strategies & Innovation

October 2020

- **With Distinction:** *Assez Bien*
- **Major in Digital Economics:** Platform, Software, Innovation, Industrial Economics, Game Theory, Econometrics, Python.

University of Lorraine

Nancy

Combined Bachelor’s Degree Law & Economics

July 2018

- **Bachelor’s Degree in Law:** French Constitutional Law, French Civil Law (Contracts, family, work)
- **Bachelor’s Degree in Economics:** Microeconomics, Macroeconomics, Statistics, Econometrics

WORK EXPERIENCE

Deloitte General Services

Luxembourg

HR Data Analyst

February - May 2021

- Produced monthly reports throughout Excel for the Finance department and Deloitte Global.
- Deep dive analysis of human resources activities: absenteeism, gender salary gap.

Qare

Paris

Data Analyst

March - August 2020

- Defined and implemented temporal, quantitative and qualitative KPIs in line with business needs through SQL and Tableau.
- Produced deep-dive analyses of the platform's user behaviours: adoption and customer retention.
- Created and maintained visualisation dashboards on Tableau.

PUBLICATION AND RESEARCH COMMUNICATIONS

- Rasskazova, M. Content creation on platforms: French video makers' business models typology. *1ère Journée d'études de l'ARCOM*, ARCOM, Nov 2022, Paris & remote, France.
<https://www.arcom.fr/actualites/premiere-journee-detudes-de-larcom-presentations-des-travaux-des-chercheurs-sur-les-medias-audiovisuels-et-numeriques>

SKILLS & INTERESTS

Skills: Python, R, SQL, Microsoft Excel, Tableau.

Language: French (native), English (proficiency), Russian, German.