



# Demi Guo

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## Projects

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**The New Flushing Project** (2021) **Creator, Producer** A hyperlocal news podcast that examines the biggest changes in New York's second-fastest developing neighborhood, and what "gentrification" means for this dynamic district of Gatsby fame.

**How Netflix Made 'Over the Moon' Culturally Authentic** (2020) **Producer** A news package on the Netflix feature starring names like Phillipa Soo and Sandra Oh. Produced by Asian-Americans, this film was made for both Chinese and American audiences.

**Who Killed Malcolm X?** (2020) **Executive Assistant, Production Assistant, Researcher** A documentary now streaming on Netflix: the investigation that prompted the New York City district attorney to revisit and possibly exonerate those accused of assassinating civil rights leader Malcolm X.

## Language Proficiency

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English (native), Mandarin (native), German (proficient), Japanese (conversational)

## Experience

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**CoinDesk** | New York, NY *Social Media Producer*, February 2022 – present

- Leading production and creating video for social platforms, staying current on the news and data
- Writing and editing social copy for promotion of breaking news, features, podcasts, and shows
- Boosted engagement and viewership of the shows "New Money" and "NFT All-Stars"

**On Road x Netflix** | London *Researcher*, August 2021 – November 2021

- Led phases of research as part of a highly-involved project geared towards AAPI audience
- Set precedent by researching and successfully pitching potential new markets
- Extracted high-level themes from surveys for weekly reports, then created analytical decks for deliverables
- Supported on further phases of research and in outreach efforts

**Asian Cinevision** | Brooklyn, NY *Senior Producer*, March 2019 – present

- Pitched, produced, scripted, launched ACV's first podcast: a hyperlocal series about gentrification in New York's Asian communities
- Revitalized the official Cinevue with articles from interviews with the biggest indie filmmakers
- Planned, led event teams in one of the most successful Asian American International Film Festival in history
- Boosted viewership and attendance from LA and the entire Northeastern region
- Archived, procured DCPs, and screened them in venues from NBA, NBC to the biggest Regal Theaters in New York

**Ark Media (Fusion, Netflix)** | Brooklyn, NY *Production Assistant and Researcher*, November 2018 – February 2019

- Set precedent for fact-checking and editing script Netflix's six-part "Who Killed Malcolm X?" documentary
- Post-produced each episode on Avid, preparing footage for string outs
- Not only planned budgets and call sheets, but manned lighting and cameras on shoot days
- Transcribed, researched, archived thousands of FBI documents, firsthand accounts, etc. with ingest team

**Wall Street Journal** | Wan Chai, Hong Kong *Marie Colvin Fellow*, June 2017 – August 2017

- Produced video of the Asian League of Legends championships and last days of the Hong Kong Stock Exchange
- Interviewed characters from the League of Legends champions to Hong Kong's oldest stock trader
- Got the first word breaking Asia's markets reports every day: All work was bilingual
- Produced global news features, with a focus on commodities, throughout the Americas and Asia

**Journalism Without Walls** | Quito, Ecuador *Multimedia Editor and Field Producer*, May 2017 – June 2017

- Edited and reviewed all articles, videos and slideshows in the program's first mobile newsroom
- Pitched, produced original videos and articles on the indigenous people from the field in the Amazon Rainforest and Andes

**WSHU Public Radio** | Stony Brook, NY *News Reporter*, January 2017 – May 2017

- Led teams on the field, broke stories daily in the first months of the Trump administration
- Produced: recorded, tracked, edited each spot from scratch with audio equipment and software

## Education

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**Stony Brook University/ direct exchange at Friedrich-Wilhelms-Universität Bonn**  
*Bachelor's in Journalism (Dean's List) and German Language and Literature double major*

Graduation: May 2018