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FELICE GUO

PROFILE

Student affairs and program management professional with experience in post-secondary student engagement, event coordination, team leadership, and data-informed program improvement. MBA candidate at Laurentian University. Committed to equity, diversity, and inclusive excellence in student experience design.

EDUCATION

- **Master of Business Administration**
  Sept 2025- Dec 2026
  Laurentian University
- **Master of Arts**
  Sept 2020- May 2022
  New York University
- **Bachelor of Arts**
  Sept 2016- May 2020
  Sichuan University

KEY SKILLS

- Student Program Management
- Event Coordinating
- Data Analysis
- Student Recruitment

WORK EXPERIENCE

Overall Coordinator, Multicultural Event
Laurentian University | Sudbury, ON
Nov. 21 2025

- Planned and delivered a large-scale multicultural student event for 400+ attendees, overseeing the full program lifecycle from concept to execution — including scheduling, logistics coordination with 4+ university departments (International Student Office, DEI, Registrar), and post-event debrief to inform future programming improvements.
- Supervised and coordinated 20+ volunteers and performers across concurrent event streams (stage shows, cultural booths, fashion walk), demonstrating ability to direct a group, delegate tasks, and maintain accountability to program standards under time pressure.

Library Assistant
Laurentian University| Sudbury, ON
Sept. 2025 -Now

- Provided frontline student-facing services at the Library Services Counter, assisting an average of 40 patrons daily with inquiries, resource navigation, and issue resolution — consistently upholding service standards and maintaining a welcoming, inclusive environment.
- Supported daily operational procedures including opening and closing workflows, accurate cataloguing and shelving of materials, and patron concern resolution.

Usher
Sudbury International Film Festival | Sudbury, ON

Sept 2025 13-21

- Honored as the sole recipient of the Best Volunteer Award at the 2025 Sudbury International Film Festival.
- Coordinated the arrival and movement of 500+ students from 12 schools across 12 film screenings, managing crowd flow, ticketing, and venue operations — demonstrating strong organizational skills and calm, student-centered service delivery in a high-volume, fast-paced environment.

Marketing Manager
The Chinese University of Hong Kong | Hong Kong
Mar 2023- Jun 2025

- Managed bilingual student recruitment campaigns targeting Chinese undergraduate applicants, overseeing the full journey from outreach to enrollment — including in-person recruitment at leading Beijing high schools (No. 101, No. 4 High School, No. 8 High School) and coordinated follow-up communications with students and families.
- Conducted 300+ individualized student and parent consultations, identifying needs, resolving concerns, and ensuring alignment between student goals and program requirements — directly supporting student transition, success, and retention outcomes.
- Applied data analysis tools to evaluate 2,000+ candidate profiles; synthesized findings to support evidence-based admissions decisions and inform program planning — experience directly translatable to analyzing student survey data and learning outcomes to improve co-op service delivery.
- Directed cross-functional teams of staff, student volunteers, and partner organizations across 250+ events and six long-term program initiatives — overseeing workflow planning, resource allocation, task delegation, and accountability to program objectives and quality standards.

Event Coordinator
Liu Shiming Art Foundation | New York
May 2022 -Mar 2023

- Built and managed strategic institutional partnerships between the Art Foundation and universities across multiple countries (including Georgia State University and The American University in Cairo) through negotiation, relationship management, and ongoing stakeholder communications — developing strong skills in multi-stakeholder collaboration and community building.
- Managed all program communications and addressed partnership inquiries; led media reporting and produced multilingual multimedia content across video, audio, and written platforms to support program visibility and student/community engagement.
- Designed and delivered six bilingual visual and communications campaigns using Adobe Creative Suite and Google Suite, strengthening the foundation's brand presence and expanding its audience reach across diverse communities.

Investor Assistant Manager
Shanghai Film Festival | Shanghai
Jun 2020- Dec 2020

- Compiled and curated daily film industry updates to support the creation of a 200-page comprehensive annual film festival magazine through research, interviews, and outreach.
- Managed high-level event logistics at the Media Exhibition in the Shanghai Exhibition Center, overseeing 38 projects and coordinating with more than 150 investors. Responsibilities included preparing and sending materials, coordinating notifications, and confirming RSVPs.
- Facilitated additional meetings to ensure seamless investor engagement and successful event execution.
- Strengthened investor relations and enhanced the group's international presence in the film industry.