

## YELYZAVETA TERENTIEVA

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With a Bachelor's degree in Media and Information, specialising in New Media and Digital Culture, I am currently a Research Master's student in Media Studies (Cultural Data & AI track) at the University of Amsterdam. My research focuses on AI governance, data infrastructures, and how algorithmic systems shape social and political life. I draw on interdisciplinary approaches that understand media as cultural practice, technological infrastructure, and a site of power.

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### EDUCATION:

**University of Amsterdam**, Amsterdam, Netherlands **September 2025 – Present**  
Research Master's in Media Studies (Cultural Data & AI track)

**University of Amsterdam**, Amsterdam, Netherlands **September 2021 – June 2024**  
Bachelor of Arts with Honours in Media and Information

**Thesis:** Machines Takeover: An Exploration of AI Imaginaries in YouTube Discourse: Grade 9/10

**Relevant Coursework:** Media Theory, Media Research, Philosophy of Humanities

**Fordham University**, New York, NY - Exchange Semester; GPA: 3.94/4.0 **September – December 2023**

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### RESEARCH EXPERIENCE:

Terentieva, Yelyzaveta. (2024). Machines Takeover: An Exploration of AI Imaginaries in YouTube Discourse. 10.13140/RG.2.2.11730.2656

Supervisor: Dr. Fernando van der Vlist.

This thesis explores how AI is anthropomorphised in YouTube discourse, using Bucher's framework for AI imaginaries, Rogers' digital methods, and Krippendorff's qualitative content analysis. It identifies key AI imaginaries and examines their role in shaping public perceptions of AI technology.

Bui, Thu & Goh, Li Zhe & Li, Mandi & Terentieva, Yelyzaveta. (2023). Tracking the Trackers of Pornographic Websites: The Monetisation Strategies of the Porn Industry. 10.13140/RG.2.2.27194.20164.

Supervisor: Dr. Lucia Bainotti.

This research investigates the monetization strategies of the online pornography industry, focusing on the role of trackers and third-party services. Using website ecology and network analysis, it identifies a hybrid business model that combines illicit advertising with data monetization.

Terentieva, Yelyzaveta. (2023). AI Technology and Transhumanism: Is It Possible to Empower Human Performance with ChatGPT? 10.13140/RG.2.2.36686.02889.

Supervisor: Dr. C.O. Celis Bueno.

This study explores ChatGPT's role in transhumanism, highlighting its potential to enhance cognitive abilities and task efficiency while raising ethical concerns about accuracy, accountability, and over-reliance. It calls for robust ethical frameworks and interdisciplinary research to address AI's evolving impact on humanity.

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### EXTRACURRICULAR EXPERIENCE:

*Gen AI & Creative Practices Conference – Technical Assistant* **December 2025**

- Assisted with on-site logistics and participant coordination
- Supported registration and smooth running of the conference

*YouTube Educational Channel, Founder & Content Creator* **May 2024 – Current**

- Utilised Adobe Premiere and Photoshop for video and photo editing, creating engaging visual narratives exploring the pros and cons of different learning environments
- Reached 100,000 views in a span of 3 months

*Media and Information Program Committee Student Member* **July 2023 – June 2024**

- Advocated for students by conducting focus groups and reporting survey findings for educational improvement

*Amsterdam Honours Student Council, UvA Honours Officer* **July 2023 – June 2024**

- Managed and guided Honours Meetings, applying analytical and brand development expertise
- Conducted surveys and recruiting Faculty Honours Student Representatives

*Humanities Faculty, Honours Student Representative* **November 2022 – July 2023**

- Enhanced dialogue and feedback mechanisms between Honours students and coordinators

*Honours Study Association, Commercial Committee Member* **October 2022 – July 2023**

- Outreached to various companies, building partnerships, and promoting the program
- Devised and executed strategies for program promotion, leveraging marketing and communication skills

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## **WORK EXPERIENCE:**

University of Amsterdam, Amsterdam, Netherlands **October 2025 – Present**

*Teaching Assistant, Faculty of Humanities*

- Assist in teaching within the Media Studies department for first- and second-year BA Media and Information students
- Support lecturers with course coordination, grading, and seminar facilitation
- Guide students in developing critical and analytical skills in media theory and digital culture

Imminence, Amsterdam, Netherlands **September 2024 – August 2025**

*Creative & Operations Manager*

- Oversee a team of 5 video editors to produce 90+ monthly deliverables across 6 client accounts, ensuring alignment with brand guidelines and marketing objectives
- Refine client offers, define target audiences, and develop content strategies that drive conversion and scaling businesses to 10K+ monthly revenue

SchoolTalent, Amsterdam, Netherlands **December 2023 – August 2024**

*Marketing & Analytics Specialist*

- Leveraged web and social media analytics to refine marketing strategy, boosting engagement metrics and increasing conversion rate by 12%
- Developed and executed 4 marketing campaigns working with real estate firms, government officials, sports clubs and educational institutions

Fij-Store, Odesa, Ukraine **October 2021 – November 2023**

*Head of Digital Marketing*

- Grew social media presence to 10,000 Instagram followers by managing the content creation team of 5, tracking campaign performance, and collaborating with influencers quarterly
- Led talent acquisition, including job openings and interviews, while managing a diverse team of 10 employees

MIDEL Group, Dnipro, Ukraine **September 2020 – September 2021**

*Digital Project Manager Assistant*

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## **SOCIAL ENGAGEMENT:**

Volunteer Donations Organizer **March 2022 – Current**

- Organized and managed monthly donations of medical supplies and hygiene kits to the 411 Military Clinical Hospital in Odesa, providing critical support to hospitalized soldiers and aiding in their recovery and care

Fij-Store Humanitarian Aid Initiative **March 2022 – Current**

- Responded to the war in Ukraine by donating clothing from the Fij-Store store to support relocated individuals and refugees from affected regions, providing essential aid in Odesa and Oleksandriya during a time of critical need

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## **LANGUAGES:**

English (C1), Ukrainian (Native), Russian (Native), German (C1), Dutch (B1)