

Ziang Liang

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### **Objective**

To join a dynamic Public Relations team in Vancouver, contributing my expertise in communication, event coordination, and digital media to strengthen corporate branding.

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### **Education**

#### **Thompson Rivers University**

**Bachelor of Communication and New Media** (Expected Graduation: 2025)

#### **Relevant Courses:**

CMNS 3210 Digital Communities (B+), Winter 2024

CMNS 3500 Select Topics in Communication/PR (B+), Fall 2024

CMNS 3700 Special Topics: Space and Place (A), Summer 2024

PHIL 3300 Moral & Political Philosophy (B-), Fall 2024

SOCI 4730 Global Social Change (B-), Fall 2024

CMNS 3000 Research Methods in Communication (B+), Fall 2024

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### **Professional Experience**

#### **Event Assistant - Vancouver Chinese New Year Parade**

*Vancouver, BC*

*January 2020*

- Supported the organization and execution of the annual Chinese New Year Parade.
- Coordinated with vendors and performers to ensure seamless scheduling.
- Assisted in promoting the event to the local community through digital platforms.

### **Event Support - City of Richmond Government Meeting**

*Richmond, BC*

*Dec 2020*

- Prepared and set up the meeting venue for a high-profile government event.
- Welcomed and registered attendees, providing necessary information.
- Ensured smooth communication between event organizers and guests.

### **Public Relations Plan Development - Wakayama Ramen Restaurant**

*Kamloops, BC*

*Nov 2024*

- Designed and implemented a reopening PR strategy for the restaurant.
- Conducted market research to align PR efforts with target audience preferences.
- Enhanced brand presence through social media campaigns and community engagement.

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### **Skills**

**Software Proficiency:** Advanced in Adobe Photoshop and Lightroom ; proficient in Microsoft Office Suite (Word, Excel, PowerPoint).

**Languages:** Fluent in English and Mandarin Chinese.

**Photography:** Skilled in professional and creative photography, with a strong eye for visual storytelling.

**Communication:** Strong verbal and written communication skills tailored to diverse audiences.

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## **Hobbies & Interests**

- Hiking
  - Photograph
  - Badminton
  - Guitar
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## **Achievements & Additional Information**

Successfully increased audience engagement during Wakayama Ramen's reopening campaign through strategic social media use.

Gained hands-on experience in cultural event planning and execution in multicultural environments.

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## **References**

Ting Lee  
Wakayama, Manager  
Kamloops, BC  
(919)944-242