

ZIANG LIANG



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1258 Copperhead Drive, Kamloops, BC

OBJECTIVE

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

SKILLS

- Proficient in Adobe **Photoshop, Lightroom**, Microsoft Office (**Word, Excel, PowerPoint**) and Canva for content design. Specialized in photography, photo editing and visual narratives for branding, marketing and social media content, with experience in short-form video editing, interview video production and promotional video planning.
- Excellent oral and written communication skills to develop **PR strategies**, brand communication programs and press releases. Specialized in social media operations, community interactions and digital communications to increase brand awareness and user engagement, as well as the ability to precisely tailor communications content and develop appropriate communication strategies for different audiences.
- Experienced in **event setup**, guest reception and process management, and have been involved in the preparation of government and corporate events. Ability to integrate online and offline marketing strategies, develop effective marketing plans, and coordinate with multiple stakeholders (event organizers, attendees, and sponsors) to ensure the smooth running of events.




VOLUNTEER EXPERIENCE

- 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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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
SOCI 4730 Global Social Change (B-), Fall 2024
CMNS 3000 Research Methods in Communication (B+), Fall 2024

LANGUAGE

Spanish 
English 
Chinese 

REFERENCE

Ting Lee
Wakayama, Manager

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