

Luyan Zhang



luyan.zhang@mail.utoronto.ca



(647) 505-3566



Toronto, Ontario, (Open to Relocation)

Education

University of Toronto Scarborough – Honours Bachelor of Arts

2016 – 2021

- Major Program in Media, Journalism and Digital Cultures (Arts) - Media Studies Stream
- Minor Program in Economics for Management Studies
- Completed 2-year courses in Computer Science.

Skills

- Proficient in English, Mandarin.
- Proficient in media production software - Photoshop, Video Editor and OBS Studio.

Work Experience

Professional StarCraft II eSports Team Officer – Alpha X

May 2019 – Present

- Head Team Manager for US\$45,000 twice per year SC2 team league. Duties include player management, opponent analysis and research, strategy, and line up selection. Achieved 2nd place in the Winter season of Gold Series Team Championship 2020.
- Player interviews, recruitment, and contract negotiation.
- Event marketing, coordination & organization, and sponsor relationship management.
- Social media account management.

StarCraft II eSports Content Producer

2018 – Present

Commentary/Caster/Admin (ID: Mage)

- Hired by Corporate Esports Association in 2020 as event staff for \$25,000 CEA Collegiate Series tournament involving 61 schools and 90 players. Was in charge of event marketing, player coordination, player interviews and providing match analyses and reports.
- Working independently and remotely as an official Chinese caster, streamed premier StarCraft II events World Championship Series and ASUS ROG Tournaments in 2019 on both DouYu and Twitch platforms and achieved more than 5,000 concurrent viewers.
- Strengthened communication and teamwork skills by interacting with the director and broadcasting team, was hired and produced the clean feed for \$100,000 StarCraft II World Championship Series in 2019 and \$2,000 G-fuel Pink Pylon Drip StarCraft II Tournament in 2021 featuring top global players and ensured quality production.
- Negotiated and secured sponsorship from e-sports betting company Kubo and organized premier StarCraft II tournament \$30,000 King of Battles: KB International Championship as head of the production. This tournament achieved more than 10,000 average concurrent viewers across English, Korean, Spanish, German, and French streams.
- Hired by ESL Gaming in 2021 as Mandarin Translator for DreamHack Masters.