



## MELINDA S. LIANG

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melindaliang.com

301.648.7360

### EDUCATION

University of Maryland College Park, MD  
Communication, B.A.  
Projected Graduation May 2016

### EXTRACURRICULAR ACTIVITIES AND INTERESTS

American Marketing Association (AMA)  
Undergraduate Communication Association (UCA)  
Terrapin Photography Club  
Blogging/Copy writing  
Photography  
Social Media Marketing

### TECHNICAL SKILLS

Adobe Creative Suite (CC & CS6)  
Microsoft Office  
DSLR Photography  
Social Media Platforms  
Social Media Analytics  
HTML & CSS  
Wordpress

### WORK EXPERIENCE

#### Digital Media Specialist, MooBuzz, Canada

July 2015–November 2015

- Aggregating content of current events
- Scheduling content post
- Managing social media accounts
- Maintaining a consistent brand image
- Producing images for the site and each content post

#### Junior Graphic Designer, All Zenn LLC, Baltimore, MD

June 2014–February 2015

- Created logo designs for the client to help them establish a brand
- Designed custom made booklets and eBooks
- Designed print and web materials such as business cards, advertisements, brochures, and graphics
- Developed website wire-frames to increase UX

#### Graphic Design Intern, The Borenstein Group, Fairfax, VA

September 2014–December 2014

- Created logo designs
- Assisted in the conception and development of print and digital advertisements
- Audited web designs and digital materials before publishing
- Produced assets for web marketing and social media platforms