

RICHARD GIANG

WORK

May 2020-Aug 2020
Washington D.C.

Content Marketing Intern

Cross Screen Media (crossscreen.media)

- Collaborate with the VP of Marketing in order to efficiently cover multiple marketing roles within a startup environment
- Conduct market research on the Convergent TV space to optimize content marketing avenues and processes
- Create and release diverse marketing materials using Adobe Suite

May 2020-Present
Cincinnati, OH

Managing Editor for Design

The Lantern Newspaper (thelantern.com)

- Collaborate with the Design Editor and Infographic editor to plan and execute large scale spreads coordinated with editors and reporters
- Overhauled the layout reacting to a transition to a new printer, incorporating best typographic and modular design practices

May 2019-Aug 2019
Columbus, OH

Web Design Intern

The Lantern Media Group (thelantern.com)

- Collaborated with two other interns in the complete redesign of the old website design to increase viewership
- Employed iterative design methods to quickly prototype possible interfaces using Wordpress and the Adobe Suite

INVOLVEMENT

Mar 2020-Present
Columbus, OH

Senior Director of Strategic Communications

Undergraduate Student Government (USG)

- Manage team of 3 coordinators (Social Media, Graphics, Photo/Video, Website) to create cohesive and dynamic visuals for our online brand and marketing through all social media platforms
- Led the development of a new engagement process with followers that resulted in a 58.5% increase in Instagram followers in 7 months

Jan 2020-Present
Columbus, OH

Executive Director/Co-Founder

(UN)Documented

- Coordinate monthly meetings with director and members of the Community Refugee and Immigration Services youth program
- Created a curriculum to help guide mentees in photographic practices
- Led pitch for funding at Innovation Studio receiving \$1000 in funding

Mar 2020-Present
Columbus, OH

Co-host/Producer/Editor

Time & Change Podcast (go.osu.edu/timeandchangespotify)

- Extensively research guests in both personal and professional history to craft compelling interview questions
- Write shownotes outlining the episode narrative from start to finish
- Interview prominent Ohio State guests 6-7 times per semester

Jan 2020-Present
Columbus, OH

Buckeye Leadership Fellow

Office of Student Life (blf.osu.edu)

- Selected as one of 31 Fellows in a 2 year interdisciplinary immersive program with a focus on real world experience, personal growth, professional development, and collaboration
- Partnered with a variety of corporate and non-profit organizations to produce optimal solutions for operational success in teams

Dec 2018-Mar 2019
Columbus, OH

Public Relations Deputy Director/Web Designer

Undergraduate Student Government Campaign

- Co-led the design of the website to effectively educate the public of the campaign (won with over 80% of the vote)
- Led curation of the brand of the campaign by creating a style guide to ensure consistency across different social media channels.

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portfolio: richgiang.com

blog: riguttogiang.com

EDUCATION

Ohio State University, College of Communication & Journalism

Bachelors of Arts in New Media & Communication Technology

- GPA: 3.985
- Maximus Scholar (\$4,000/year)
- Robert V. Disalle Scholar (\$1,600)
- Spectrum Communications Scholar (\$20,000)
- Graduation: May 2022
- Minors in: Design Thinking and Screenwriting

SKILLS

Design:

InDesign, Illustrator, Photoshop, Canva, Web Design (Squarespace, Wix, Wordpress), Typography

Photography/Videography:

Portraiture; Sports/Action; Adobe Premiere, Audition, and Lightroom; Food photography

Organization/Communication:

Microsoft & Google Suites, Editorial Writing, Screenwriting, Collaborative Leadership, Public Speaking, Newsletter writing, Social Media Design

RECOGNITION

Speaker

TEDx Cincinnati Salon Event

- ~250 in attendance, 1 of 8 speakers, youngest at 16 years-old
- Subject: The Plague of Fake News

Design/Photography Awards:

- 3rd overall in Sports Photography in Quill & Scroll National Sweepstakes Competition
- 3rd overall in Cover Design for National Student Press Association competition
- 8 Quill & Scroll National Awards in photojournalism and design (top 10%)

INTERESTS

Music festivals, social entrepreneurship/b-corporations, tech startups, International travel/culture immersion, street & concert photography, cooking, art museums, food podcasts, Street Food on Netflix