Ying Liang

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Bachelor of Science Bachelor of Arts Bachelor of Arts Bachelor of Arts Minor Entrepreneurship Psychology Interactive Media Studies Professional Writing Creative Writing

2016

2016

Miami University

Farmer School of Business College of Arts & Science

> 3.84 / 4.0 Aug 2017

Currently Miami Entrepreneurship Department Office Assistant



Technology Intern: Ingage Partners

- Created company culture book for print
- · Designed one-page recruitment flyers
- Promoted B Corporation community outreach
- Copy-edited content for business-to-business (B2B) communication of IT consulting services

Writing Consultant: Howe Writing Center '13-'16

- Helped 70+ student writers (70% international)
 brainstorm & revise personal & class projects
- Researched body language in consultations
- Led weekly workshops to train 6 consultants & promoted services through campus outreach

Technology Intern: Thrive Cincinnati

- Trained technology professionals in design programs and processes at startup environment
- · Edited/made recruitment marketing material
- Helped produce B2B video for potential clients

Student Instructor: Miami University 2014

- · Applied pedagogy in college classroom setting
- Helped 67 students learn microeconomics
- Offered extra help sessions outside class & reviewed/altered curriculum with professor

Experiences

Director of Technology: Pi Sigma Epsilon '14-'16

- Updated chapter's listservs & maintained miamioh. pse.org using content management system Joomla for 140+ active users & an average of 1000+ unique visitors monthly
- Worked with leadership board, oversaw online recruitment & chapter's general tech needs

Returner: Scholar Leader Community '14-'16

- Promoted student engagement in community through service events: a blood drive with 120+ students, safe trick-or-treat for 300 children, & house-building with Habitat for Humanity
- 1 of 3 returners to facilitate new members
- Went to St. Louis & Nashville on service trips

Graphic Designer: Inklings Art Magazine 2014-

- Used Adobe InDesign, Illustrator & Photoshop
- · Created magazine/marketing material for print
- · Streamlined submission process & training

Student News-writer: Miami News '14-'15

- Wrote & edited articles for student newspaper
- Interviewed Oxford community members
- Analyzed police data using Access queries

Client Projects

- Express ('14): Examined online media presence in revenue-generating collaborative group project
- · Cessna Aviation ('14): Recommended new social media recruitment strategy through booklet deliverables
- · Curiosity Advertising ('17): Created strategy to encourage trial of client's consumer product in target market
- · Howe Center for Writing Excellence ('16): Researched physical space of writing center for recommendations