

FLORA LIANG

B.A. Anthropology

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EXPERIENCE

Marketing Assistant

SFU K.Storm

Burnaby, BC
Sep 2023 - Aug 2024

- Designed social media posts for Instagram, Facebook and Discord on Figma
- Filmed and edited short-form content for IG Reels
- Captured photographs and recorded videos at events to be utilized in future promotional materials

Marketing Coordinator

SFU Dining (Chartwells)

Burnaby, BC
Aug 2022 - Aug 2023

- Designed marketing materials for multiple SFU Dining facilities on Canva and PowerPoint
- Increased Meal Plan and Value Pack sales by 5.8% compared to pre-Covid through social media promotions and in-person marketing
- Acted as Marketing Manager for three weeks with minimal supervision

Events Assistant

Student Engagement and Retention, SFU

Burnaby, BC
Aug 2021 - Apr 2022

- Collaborated with multiple SFU departments and student groups for Multi-Fest and the Fire Pits
- Organized fire pits employee scheduling, supply orders, and data collection
- Designed social media and physical promotional material for events and collaborations

Founder & Performer

Adoremi Dance Team

Vancouver, BC
June 2017 - Present

- Organizes performances at Richmond Night Market, Steveston Salmon Festival, etc.
- Designs social media posts for social media platforms (e.g. Facebook, Instagram, and YouTube)
- Leads team projects and develops strategies for efficient content creation
- Outsources talent for temporary work

EDUCATION

Simon Fraser University

Bachelor's in Sociology and Anthropology

Social Justice Certificate
Arts Co-operative Program

Burnaby, BC
Sep 2018 - Aug 2024

SKILLS

Figma	NVivo 12/14	NVivo 12/14	Communication skills
Illustrator	SPSS	SPSS	Interpersonal skills
InDesign	WordPress	WordPress	Creative & analytical thinking
Canva	MS Office	MS Office	
Lightroom			