

# YAN FEN (YANNY) LIANG

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New York // Shanghai // Singapore

## SUMMARY

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Writer and editor with hands-on experience in writing, editing, and content management and a strong academic background in English literature. Proven ability to deliver high-quality written content, conduct interviews, and manage projects from conception to completion under fast-paced deadlines. Skilled in content development, social media management, and event planning. Seeking to leverage my writing and editorial skills to contribute to the journalism, media, and communications industry.

## EDUCATION

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**Washington University in St. Louis**, St. Louis, MO, USA

August 2019 – May 2023

*Bachelor of Arts (B.A.) in English, Minor in Design*

*Relevant Coursework:* Exposition, Asian-American Fictions, Poetry, History of the English Language, Literary Theory

*Awards:* College Honors in Arts & Sciences, Dean's List (x4)

## WRITING, COMMUNICATIONS, & JOURNALISM EXPERIENCE

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**NYU Shanghai University Communications**, *Staff Writer & Content Specialist*

August 2024 – Present

- Authored and published in-depth news articles for NYU Shanghai's official website, covering diverse topics including student life, arts & culture, and academics for an audience of 23,000+ international stakeholders across newsletters and social media
- Led end-to-end article production, from pitching, interviewing, and research to drafting, editing, and final publication, collaborating with editors to meet weekly fast-paced deadlines and deliver high-quality content aligned with institutional branding
- Expanded multimedia storytelling capabilities by providing photography coverage for key events and conceptualizing, filming, and editing videos for articles, newsletters, and social media platforms

**Washington University in St. Louis**, *Admissions Blogger*

September 2019 – May 2022

- Conceptualized and wrote relatable, narrative-driven blog posts on student life and academics biweekly, tailored for an audience of 3,000+ prospective students monthly, contributing to a 7% increase in website traffic and supporting institutional recruitment

**Washington University Political Review**, *Web Editor & Contributing Writer*

September 2019 – May 2021

- Spearheaded content management and digital strategy for 20+ articles monthly using WordPress CMS, ensuring timely publication and promotion on digital channels
- Enhanced reader engagement by 20% through strategic management of WUPR's social media platforms, including content scheduling, audience interaction, and performance analytics

**Inna Post & Associates**, *Website Copywriter & Designer*

June 2019 – September 2019

- Wrote conversion-focused copy for company website's core pages from scratch, aligning with strategic goals to attract clients
- Integrated SEO best practices into website copy, improving search engine rankings by 3% and enhancing overall user experience

## EDITING & TUTORING EXPERIENCE

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**NYU Shanghai**, *Senior Global Writing & Teaching Fellow*

August 2023 – Present

- Provided one-on-one editorial guidance to 150+ undergraduate students across diverse disciplines, refining their writing projects through detailed feedback on structure, style, and argumentation
- Mentored and edited theses for 15 Global China Studies capstone students, providing detailed feedback on structure, argumentation, and clarity, resulting in polished, publication-ready final drafts

**Washington University in St. Louis**, *Writing Tutor*

January 2021 – May 2023

- Developed complex written arguments in collaboration with 130+ undergraduate students through one-on-one tutoring sessions, improving ability to analyze, edit, and elevate written work to achieve clarity, coherence, and impact

## SKILLS AND INTERESTS

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- *Technical Skills:* CMS (WordPress, Ghost, Wix); Adobe Creative Cloud; Photography; Image & Video-Editing; HTML/CSS
- *Language Skills:* English (Native); Mandarin (Limited Working Proficiency); Cantonese (Elementary Proficiency)
- *Interests:* food & lifestyle culture, photography, Asian (-American/diasporic) literature, (East & Southeast) Asian diaspora