

# Tzu Yun Liang

【Phone】 +886 (0) 988247035 | 【Email】 [liangtzuyun@gmail.com](mailto:liangtzuyun@gmail.com)  
【Website】 [www.tzuyunliang.com](http://www.tzuyunliang.com) | 【LinkedIn】 [www.linkedin.com/in/tyliang](http://www.linkedin.com/in/tyliang)

Tzu Yun Liang lives in Taipei. She graduated from Art, Space and Nature (MA) at the University of Edinburgh. During there, she worked with international artists, curators, and art spaces. Liang currently works as Project Manager in VT Artsalon. Her experience engaged Eastern & Western cultures, from Arts, Publishing, to Marketing. Her works emphasize person-to-person communication and explore interdisciplinary professionalism.

## EXPERIENCE

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**Project Manager** | Feb. 2021 until now

VT Artsalon, Taipei, Taiwan

- Plan, schedule, prioritize and drive deliverable schedule, and drive the best results.
- Early identify project risks, fully evaluate and mitigation plan in place, also track the progress till exhibition launch successfully.
- Led digital advertising strategy (SEO, social media operation, etc.)

**Creative Copywriter** | Jun. 2020 – Dec. 2020

Red Unit, Edinburgh, UK

- Developed business connections in the Chinese market.
- Conceive, developed, and produced effective copywriting.
- Previous partners include luxurious jewellers, high-end whisky brands, foreign development investment agency, etc.

**Project Manager** | May 2018 – Dec. 2018

Taipei Digital Art Festival, Taipei, Taiwan

- Pre-feasibility study of the international digital art festival.
- Digital advertising strategy (UX design of the official website, and social media operations, etc.)

**Marketing Specialist** | Dec. 2017 – Mar. 2018

Locus Publishing Company, Taipei, Taiwan

- Delivered advertising strategies.
- Held promotional activities (online/offline & international/local).

## EDUCATION

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**MA in Art, Space and Nature** | Sep. 2019 – Aug. 2020

University of Edinburgh, Edinburgh, UK

- Commission for the 2020 IUCN Congress.
- Collaborated with Edinburgh Centre for Carbon Innovation, Scottish Wildlife Trust, and local art galleries.
- Understanding of creative practice, spatial theory, and environmental issues, as a critical and practical response to the world.

**BA in Political Science** | Sep. 2011 – Jun. 2015

National Taiwan University, Taipei, Taiwan

- Specialised in International Relationship.
- Thorough knowledge of research methodology; the ability to handle and analyse complex data.

## SKILLS

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**Microsoft Office** | Word, PowerPoint, Excel, Publisher

**Adobe Creative Suite** | Photoshop, Illustrator, InDesign, Premiere, After Effect

**Project Management** | Slack, Asana, Miro

**Marketing Tools** | Google Analytics

**Web Design** | WIX, WordPress

**Language** | Mandarin (Native), English (Full professional proficiency, IELTS overall 7.5), Japanese and Korean (Elementary proficiency)