

MIRANDA ZHANG

mirandazhang4@gmail.com | +64 020 4131 2255 | Auckland, New Zealand | [Portfolio](#)

Experience

Real Estate Institute of New Zealand *Design and Digital Marketing Assistant*

Mar. 2024 – Present

The Real Estate Institute of New Zealand is a professional membership organisation supporting the real estate sector across New Zealand through advocacy, education, and industry standards.

- Designed signage, banners, menus, presentations, and event collateral for internal and external initiatives.
- Produced graphics and photography for social media, maintaining a consistent and engaging brand presence.
- Created layout and visual design for reports, documents, and printed publications with clear hierarchy and polish.
- Filmed and edited videos for event promotion, supporting timely content delivery across platforms.
- Conducted market research and produce social media performance reports to inform content decisions.
- Assisted in a major rebrand by redesigning outdated collateral to align with the refreshed visual identity.
- Collaborated concisely both within and outside of the marketing and communications team.

University of Auckland Dessert Society *Head of Marketing*

Jan. 2025 – Dec. 2025

University of Auckland Dessert Society is a student run club that creates engaging events and fosters a welcoming community for members.

- Led a team of four design and marketing coordinators to plan social media strategy and content direction.
- Executed a major branding update and designed new visual assets to improve consistency across club channels.
- Answered queries from members through social media, supporting communication and member engagement.
- Filmed and edited videos for event promotion, supporting timely content delivery across platforms.
- Photographed and produced short-form video content from club events to increase visibility and participation.

Auckland University of Technology ACG Club *Social Media Manager*

Jul. 2023 – Feb. 2024

The AUTACG Club is a student-run club focused on ACG media, creating thought provoking events and experiences that connect students with shared interests.

- Created a brand identity and produced social media content to strengthen the club's visual presence.
- Attended both formal and informal meetings to plan club events and coordinate content with other executives.
- Communicated with leadership to improve social media content and maintain alignment with club goals.
- Answered member queries and represented the club through responsive communication on social platforms.
- Photographed club events and edited images using Adobe Bridge and Photoshop for promotional use.

Eden Park Catering *Drink Pourer and Cashier*

Feb. 2023 - Nov. 2023

Eden Park Catering supports hospitality operations at one of New Zealand's most recognised event venues, delivering food and beverage service during major events.

- Processed and delivered orders using POS software in a fast-paced event environment.
- Communicated clearly with team members and helped manage, monitor, and restock inventory as required.
- Complied with safety regulations and service standards while maintaining efficient front-line operations.
- Provided a smooth customer experience through clear communication and reliable service delivery.

Education

Auckland University of Technology

Dec. 2025

Bachelor of Design, Communication Design

- Minor in Photography and Animated Drawing

Yoobee Colleges

Dec. 2021

Digital Illustration STAR Course

- Planned and produced a digital artwork project using Adobe Photoshop; work featured on the Yoobee brochure.

Epsom Girls Grammar School

Dec. 2022

NCEA Excellence Endorsement Level 2 & 3

- Visual Arts Committee Member

Skills, Technologies, Languages & Interests

- **Skills:** Print and Publication Design; Social Media Design; Branding; Packaging Design; DSLR Photography; Video Editing; Motion Graphics; Illustration; Market Research; Social Media Reporting; Content Planning; Team Collaboration; Customer Communication
- **Technologies:** Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc); Microsoft Office; CMS; POS Software
- **Languages:** English; Mandarin
- **Interests:** Digital Art; Photography; Music Production; Content Creation

Other Awards

Albert-Eden Youth Board Art Showcase Merit Award

2022

Submitted and presented artwork in a gallery, demonstrating visual storytelling and professional presentation skills.