

Fiona Yeung (楊紫婷)

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Curriculum Vitae

Over 15 years of work experience in translation & copywriting
Multilingual English – French – Spanish - Chinese

Professional Experience

10/09-current Co-founder & Freelancer translator/interpreter/copywriter, LMG Consultancy, Hong Kong (English – Spanish – French – Chinese)

- Specialize in marketing, branding, advertising, PR, business, e-commerce and website localization
- Marketing consultation, website localization, e-commerce & social networking solutions
- Document & website translation / adaptation, brand name check and keyword analysis
- Transcription, simultaneous & consecutive interpretation

2007-2009 Online Marketing Consultant, Synodiance, France

- Translate, proofread & copywrite **press releases, marketing reports, online articles**, forum messages and keyword phrases for search engine optimization projects (French – English – Chinese)
- Interpret conversations (French to Mandarin/Cantonese, vice versa)
- Provide language & cultural knowledge support to the consulting team and clients (e.g. TAG Heuer & LVMH)

2005 Personal Assistant to Director, Join Free Limited, Hong Kong

- Translate and proofread **commercial & advertising documents** (English to Chinese and Chinese to English)
- Coordinate with advertising agency on **marketing communication materials**

2004 – 2005 Assistant Merchandiser, Wintako Company Limited, Hong Kong

- Translate **commercial documents & letters** (English to Chinese and Chinese to English)

2002 – 2003 Project Assistant, The Walt Disney Company (Asia Pacific) Limited, Hong Kong

- Translate, copywrite and write **press releases, newsletters & Disney-related publication** (English to Chinese and Chinese to English)
- Manage relations with the **international media & clients** in cooperation with key departments in Asia Pacific and the US

Education

2006-2007 INSEEC Paris EURO MBA marketing concentration

2005-2006 Paris Sorbonne University Certificate of French Language & Literature

2000-2004 Hong Kong Baptist University, Bachelor of Arts (Honours) in Translation

2002-2003 The University of Hong Kong, School of Professional and Continuous Education
Certificate in Consecutive Interpretation: Cantonese/English

Language Proficiency:

Cantonese (i.e. Hong Kong Chinese; Mother Tongue), fluent in Mandarin, English, French & Spanish

Clients

Luxury: Tiffany, Guerlain, Cartier, OMEGA, Breguet, Longines, Benefits Cosmetics, Clinique, Estee Lauder

Retail & E-commerce: DFS, Adidas, Levis, Lululemon, 8ighty6ixty

Theme Parks, Travel & Hotels: Disney, Sentosa Resorts & Spa, Shangri-la, Hilton, GulfStream, Bourcogne Franche Comté, Aberdeen Marina Club

Banking, Finance & Insurance: HSBC, Standard Chartered, Cigna

F&B, Restaurants & Logistics: Nestle, Carrefour, Michelin, UBER, UPS, DHL, Deliveroo

IT & Internet: Google, Yahoo, Skype, HP, Microsoft, Tableau, Alibaba

Life Science: Merck, Smile Direct Club

Others: Schneider Electric, NEOM, Hyundai