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| **Career History 工作經驗** |
| **Freelance translator 自由接案譯者****Both English-to-Chinese and English-to-Chinese 英翻中 及 中翻英**  |
| Translated research questionnaires, focus group transcripts, and research reports for multiple product categories, including tobacco, infant powder, financial services and mobile games.翻譯研究問卷，座談會談話稿，研究報告。產品項目包括香菸，嬰兒奶粉，金融服務以及手遊。 | August 2019 - present |
| Translated legal documents for bank merge project. 翻譯金融機構合併所需相關法律文件Subtitling for multiple TV series, including 負責多部影集字幕翻譯，包括“Everybody loves Raymond”; “Rachael Ray”- CBS,“Master Chef” – FOX,“Shakespeare Uncovered”- PBS,“Wonders of the Universe” - BBC, “Only in America” – AETN, “Being Human” - Sony AXN“Unusual Suspect” - NBC | June 2006 - April 2013 |
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| **Heineken Brouwerijen B. V. Taiwan Branch 海尼根台灣分公司** | **July 2010 - July 2019** |
| **Marketing Services Manager** **行銷服務經理**Overseeing insight integration and media buying to optimize marketing resources with the following major responsibilities –負責資訊整合以及媒體採購，確保行銷資源妥善運用。主要工作內容如下 - * Translated market/consumer/competitors’ insights into strategy and informed business actions,

整合市場消費者以及競品資訊，導入策略討論，協助決策進行* Monitored and reported sales and brand building success and threats,

監測並回報銷售及品牌推廣實績，以及潛在威脅* Managed external vendors (both research and media) for execution quality and budget control,

管理外部廠商，確保執行符合品質以及預算管控* Developed commercial competency in insight interpretation through training and workshop,

舉辦培訓課程以及研討會，提升行銷團隊分析能力* Led ad-hoc projects to support strategy development.

負責策略發展專案 |
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| **Taiwan Broadband Communications Co., Ltd 台灣寬頻** |  **February 2007 – July2010** |
| **Marketing Manager 行銷經理**Major responsibilities – 主要工作內容* Built and shaped brand guidelines across all brand touch points, 建立品牌管理準則
* Led CRM programs to promote crossing selling schemes and maximize revenues per user 透過CRM方案，進行跨產品銷售，增加訂戶收益
* Planned integrative marketing campaigns to support sales growth. 規劃整合行銷活動，帶動業績成長
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| **ChinaTrust Commercial Bank 中國信託** | **January 2005 - April 2006** |
| **Research Manager 研究經理*** Led research team to acquire business insights through surveys, 帶領團隊收集市場資訊
* Facilitated cross-department discussions based on market and consumer insight,

將市場及消費者資訊導入跨部門討論* Host annual procurement. 主持年度採購
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| **Nielsen 尼爾森行銷研究** |  |
| **Senior Manager, Client Service. Guangzhou Office 廣州辦公室資深經理** | **August 2002 - April 2004** |
| Re-built Guangzhou client service team to restore business momentum with following responsibilities: 主要工作內容如下：* Delivered service in quality and maintained client relationship, 服務客戶並維繫客戶關係
* Collaborated with HR for people development, 與HR協同發展人才
* Achieved sales target and developed new business. 完成業績目標並開發新客戶
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| **Group Account Manager, Client Service. Taipei Office. 台北辦公室客戶經理** | **April 1997 - August 2002** |
| * Led a team of 6 members for service delivery and business development.

帶領團隊完成服務任務以及開發新客戶 |
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| **Education 學歷** |
| Master of Business Administration. University of Sheffield. UK. 1996. 英國雪菲爾大學企管碩士Bachelor of Commerce. National Cheng-chi University. Taiwan. 1992. Major: International Business. 政大國貿系學士 |
| **Training 訓練** |
| Translation and Interpreting. China Productivity Center. 20062006 年中國生產力中心 筆譯與口譯課程  |