|  |  |
| --- | --- |
| **Career History** | |
| **Freelance translator**  **Both English-to-Chinese and English-to-Chinese** | |
| Specialized area: marketing, market research, social science, subtitling.  Translating theses covering foreign immigrant, local religion group, and psychologic study.  Translating marketing deck for local cultural recreation projects promoting heritage restoration, agricultural park and dementia community.  Subtitling for TV series;  Translating market research questionnaires, focus group transcripts, and research reports for multiple product categories, including tobacco, infant powder, financial services and mobile games. | August 2019 - present |
| Subtitling for multiple TV series, including  “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  Translating legal documents for bank merge project. | June 2006 - April 2013 |
|  |  |
| **Heineken Brouwerijen B. V. Taiwan Branch** | **July 2010 - July 2019** |
| **Marketing Services Manager**   * Translating market/consumer/competitors insights into strategy * Monitoring sales and brand building success and threats, * Managing external vendors (both research and media)., * Leading ad-hoc projects to support strategy development. | |
|  | |
| **Taiwan Broadband Communications Co., Ltd** | **February 2007 – July2010** |
| **Marketing Manager**   * Building and shaping brand guidelines across all brand touch points, * Initiating CRM programs to promote crossing selling schemes and maximize revenues per user. | |
|  |  |
| **ChinaTrust Commercial Bank** | **January 2005 - April 2006** |
| **Research Manager**  Building and leading research team to acquire business insights through surveys, | |
| **Nielsen (Taipei and Guangzhou offices)** | **April 1997 - April 2004** |
| **Senior Manager, Client Service.** |  |
| Managing client service team to deliver quality service, maintaining client relationship, and developing new business. | |
|  |
| **Education** | |
| Master of Business Administration. University of Sheffield. UK. 1996.  Bachelor of Commerce. National Cheng-chi University. Taiwan. 1992. Major: International Business. | |
| **Training** | |
| Translation and Interpreting. China Productivity Center. 2006. | |