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| **Career History** |
| **Freelance translator** **(English-to-Chinese and English-to-Chinese)** | **August 2019 - present** |
| Working with leading translation houses (LanguageWire, Ulatus, Collot Baca Localization) to provide translation and subtitling services with specialized area in social science, general business, and art and culture. |  |
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| **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.
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| **Part-time translator** | **June 2006 - April 2013** |
| Translated legal documents for bank merge project.  Subtitling for multiple TV series, including “Everybody loves Raymond”, “Rachael Ray”, “Master Chef”, “Shakespeare Uncovered”, “Wonders of the Universe”, “Only in America”, “Being Human”, and “Unusual Suspect”. |
| **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.
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| **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.  |
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| **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. |