

Karvin Sun Yansong

Expertise: Translation, MTPE, Proofreading, QM, Baidu SEO, Google SEO

Language Pairs: English → Simplified Chinese, Simplified Chinese → English, Traditional Chinese → English

Location: Jiangsu, China | **Mobile:** +8618752031964 | **E-mails:** karvinsun@163.com, karvinsun@qq.com |

Skype: karvin.sun | **Birth date:** 09/1985

Experience

Freelance Translator/Dedicated QM/Baidu SEO | TransPerfect | 06/2015 – Present

Translate/transcreate documents from English to Chinese for international brands like BBC Connect, Thomson Reuters, Riverbed, Motorola, Millward Brown, Lightspeed GMI, GoPro, Hershey, Harley Davidson in fields like marketing, corporate communication, IT, tourism.

Do Baidu SEO and PPC tasks for dozens of international brands including Tableau, AutoDesk, Pan Pacific, Hilton, Merck, France Tourism Board, Fiji Water, etc.

Dedicated QM for TransPerfect's Tokyo Office in 2017, mainly responsible for quality management of translations for long-term clients like Korea Air and Lotte Hotels & Resorts.

Editor | News Website | 6/2019 – Present

Translated and edited thousands of Chinese news articles on business, entertainment and military into English in a timely manner for a news site, with SEO for Google and Bing considered.

China SEO Head | Hubb International | 04/2020 – 07/2021

Responsible for localization and SEO tasks for the company's Chinese website, involving nearly 10,000 category pages.

Recruited SEO and translation staff and prepared China office (the spread of the COVID-19 pandemic in the UAE made it impossible to continue the work).

Dedicated Web Producer/SEO | RWS Moravia | 11/2015 – 07/2021

Did keyword research and optimized meta tags of thousands of webpages as the only dedicated SEO for the Chinese official portal of **Microsoft's Office application**, including the product site and support site.

Monitored organic traffic of the portal website of Microsoft, make SEO plans and do other related jobs.

Game Site Chief Editor/SEO | Emag Software | 11/2012-12/2014

Led a team of editors to create/translate/edit posts for a news website on mobile game industry.

Meanwhile, responsible for SEO of China Mobile's official website for mobile games – my employer was China Mobile's contractor, used SEO tactics like code improvement, keyword research, content optimization and section planning and helped make its organic traffic triple in half a year and then grow in a sustained way.

English Editor | Huai'an City Portal | 11/2008-02/2012

Translated/edited/planned content for portal site of Huai'an, and responsible for its exterior communication.

Won First Prize of "Excellent Award of Foreign Versions of Governmental Websites" from Ministry of Industry and Information Technology of China for three times due to high-quality content and structure of the website.

Translator | Locatran Translations | 07/2007-07/2008

As a full-time translator, translated documents of website localization, online marketing, news, etc.

Education

Shandong University | China | 09/2003-07/2007

- Majored in English Translation and Literature and got a bachelor's degree for it.
- Minored in Internet search and psychology.

Certifications

- CATI English Level-2 Translator
- TEM-8 (Test for English Majors Band 8)
- CATI English Level-3 Translator (Accreditation Test for Translators and Interpreters in China)
- Certified Pro Freelancer on ProZ, one among 89 Chinese linguists
- Eligible for TransPerfect's VIP Rewards program for my work in 2016 and 2018, which according to TransPerfect, is based on the amount of work, quality status, and collaborative performance.

CAT

- WordFast, Trados, memoQ, etc.

Publication

- Translated English programming book "Cinder Creative Coding Cookbook" into Chinese, 2014.
- English posts created as editor of news sites republished or quoted by famous overseas sites like RT, National Interest, Gamasutra.