

# Vincent Zhou

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## CAREER OBJECTIVE

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Freelance copywriter, marketing specialist and English-Chinese translator

## CORE COMPETENCIES

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| • Market Research    | • Detail Oriented         | • Business Translation  |
| • Customer Analytics | • Planning and Organizing | • Legal Translation     |
| • Lead Generation    | • Problem Solving         | • Technical Translation |

## PROFESSIONAL EXPERIENCE

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### FREELANCE COPYWRITER AND TRANSLATOR

*Apr 2010 – present*

- Wrote/Edited marketing plans, online sales copies, email surveys and web content for Aquaceuticals New Zealand, duty free stores in Hong Kong airport, Perceptyx, Qtforyou.com etc. since 2014
- Edited Manuka South Honey specification sheets and completed transcreation in 2018, boosting local sales by around 5%
- Involved in bidding document preparation for a turnkey project of India JSW Coke Oven Plant, and our team finally won the contract fighting off a lot of competition in 2007
- Translated a great deal of business, marketing, finance, legal, hotel, tourism, and technical related content. Total number of translated words up to 7.5M since 2004

### CFMCC, WUHAN, CHINA

*Bid Specialist and Translator, Jul 2007 – Mar 2010*

- Commercial proposal preparation
- Engineering and business contracts translation
- 1-year onsite interpreter in JSW coke oven plant, India
- Conduct research, compile data, and prepare papers for consideration and presentation by executives, committees and boards of directors.
- Prepare and maintain records and case files, including documentation such as clients' personal and eligibility information, services provided, narratives of client contacts, and relevant correspondence.

## EDUCATION

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### SHANTOU UNIVERSITY, GUANGDONG, CHINA

*Master of Business Admin, Jul 2007*

- The dissertation is about business model of major online search engines (Google, Baidu, Sohu...)

### HUBEI UNIVERSITY OF TECHNOLOGY, WUHAN, CHINA

*Bachelor of Marketing, Jul 2002*

- Obtained CET-6 (the highest level for non-English majors) Certificate in 2001

## ADDITIONAL SKILLS

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- Proficient in Microsoft Office, Trados, MemoQ, Memsource, SmartCat, XTM, ABBYY, Adobe Illustrator
- Internet marketing techniques, including search engine optimization (SEO), search engine marketing (SEM) and link building
- Native Chinese and fluent English