

# Rachel Zuleta

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## WORK EXPERIENCE

### **Aeria Games and Entertainment (Santa Clara, CA) | 07/2010 - Present**

#### Chinese Localization

- Participating in big game localization projects - Eden Eternal, Golden Age, Realm of Titans, Perfect World.
- Taking the responsibility as a lead in Chinese localization department; duties include assigning teammates projects and mentoring new CN localization employees.
- Assisting localization project manager and other departments with contacting or meeting with Chinese and Taiwanese developers.
- Participating in game testing to identify localization glitches and maintaining consistency in every project.
- Working closely with English & Spanish Localization teams to assure excellent product quality.
- Working well with both Traditional and Simplified Chinese.
- Working efficiently and productively under minimum supervision.
- Constantly updating with gaming news and trends from English and Chinese websites.

### **Farmers Insurance Group, David Cheng Agency (San Jose, CA) | 04/2010 - 11/2010**

#### Account Executive and Marketing Associate

- Managed existing client accounts (mainly Chinese speaking clients) and cross-selling or up-selling products.
- Gained experience in the cultural etiquette of communicating with Chinese speaking customers.
- Built and maintained customer relationships by providing a superior service.
- Customized financial product portfolio for clients.
- Took initiative in responsibilities.
- Developed sales tracking system with MS Excel.
- Developed and initiated marketing plans; meeting with potential marketing vendors.

### **Achiever Institute (Fremont, CA) | 06/2008 - 09/2009**

#### Marketing Intern & Chinese Teacher

- Assisted managers with developing and implementing projects.
- Created individualized marketing strategies and plans for new niche market.
- Developed the ability of fast right decision-making.
- Presented products to potential customers.

## EDUCATION

### **Notre Dame de Namur University | 03/2011**

- Master of Business Administration - Marketing, GPA: 3.7

### **National Chung-Cheng University | 06/2007**

- Bachelor of Arts - Economics

## COMPETENCY

- Mac OS | Windows | MS Office | XTM Cloud | Wordpress
- Fluent in English, Mandarin Chinese, and Taiwanese.