





# XIANGYAO BOWLER

## Translation, Localisation & Project Management Specialist

Chinese and English language and culture expert, helping media & entertainment companies, translation agencies and international enterprises with their localisation projects, business operations and development in China.

### CONTACT

 xiangyaoguo@hotmail.com

 0044-1695 732506  
0044-7590511045

### EXPERTISE

English (native level ability) <->  
Chinese Simplified (native) &  
Traditional

- Translation
- Subtitling
- Proofreading
- Copywriting
- Transcribing
- Interpreting
- Teaching
- Localisation Projects Management
- International business development for China market

### WORK EXPERIENCE

#### TRANSLATOR/INTERPRETER/COPYWRITER/TEACHER (CHINESE & ENGLISH) 2005 - present

- Chinese to English translation, proofreading and editing; experienced in subtitling, financial, ground engineering and health and herbal supplement industries
- Translation between Chinese and English for business communications, international cooperation and development documents. Sales and marketing materials translation. Company websites and products translation.
- English to Chinese subtitle translations for TV dramas, films and documentaries, quality assurance and conforming tasks according to clients' instructions with specific subtitle style and language guidelines **(Deluxe Media, Sfera Studios, Sublime, TransPerfect, Hiventy)**
- Consecutive interpreting in person, online or by telephone for private and public sectors: business meetings; staff training, museum guided tours, NHS health and medical, appointments with local councils and schools **(Languageline Solutions, DA Languages, Language Empire, Millennium Translations)**
- Creating and teaching Chinese and English language courses

#### OPERATIONS DIRECTOR - CHINA DIVISION

Copylab Ltd 2018 - present

- Responsible for setting up the China office, including company registration, banking and administration
- Creating company presentation
- Managing the entire process of the clients' localisation content projects, from quote to delivery
- Communicating with clients and freelance writers to ensure the work is delivered on time, and meets the requirements
- Overseeing the work of freelance staff and monitoring the quality
- Following up with clients for their ongoing needs
- Selecting new localisation staff
- Recording work completed each month for invoices

## Additional skills and qualities

- IT and Microsoft office
- Excellent verbal and written communication skills
- Strong planning, organising and time-management capability
- Quality focus and detail oriented
- Ability to research in depth
- Knowledge of Internet searching and tools

References, work samples and rates available on request

Please see linkedin profile for examples of completed projects:

<https://www.linkedin.com/in/xiangyao-bowler-5b5a965/>

## DEVELOPMENT DIRECTOR

Core Business Solutions Ltd 2017 - Present

- Helping clients' business development in China, including translation for company materials, liaising with Chinese contacts, interpreting in business meetings, and planning market entry strategies
- Creating service bundles and ensuring project management quality and client satisfaction
- Dedicatedly pitching new ideas to solve business challenges

### Director

East Star Exports Ltd 2016 - Present

- Managing clients' business projects in China, including assisting all business communications, company registration, creating Chinese company names
- Company, brand and product detail translation
- Product registration at Chinese customs
- Interpreting in meetings with Chinese individuals and companies
- Copywriting for brand promotion and marketing on Chinese social media and search engines (Wechat, Weibo, Baidu etc.)

## EDUCATION

Birkbeck College, University of London (UK) 2002-2003

- MA Cultural & Critical Studies

University of Westminster (UK) 1999-2002

- BA (hons) English Language and Linguistics

Changchun Foreign Language High School (China)

- High School Certificate 1994-1998

### Other professional training and qualifications:

Teaching Chinese as a Foreign Language 2007 Qinghua University, Beijing (China)

Certificate of Proficiency in English  
International Linguistics Association 2000

Member and Chartered Linguist at Chartered Institute of Linguists