
TIEN-CHIH (TENZ) SHIH / 施典志

886-921-902934
tenz1225@gmail.com
Yilan, Taiwan

As an experienced writer-editor-transcreator in consumer tech, both in Chinese and English, it has always been my goal and personal mission to provide the best content that helps and empowers people to achieve their goals for their lives and works.

I have extensive experience in localization and teamwork. I have worked with the top localization team of some big names in the tech industry, including Apple, WordPress.com, Intel, Crypto.com, CoinMarketCap.com, Basler AG, Secondlife.com, etc., as the freelance translator/transcreator/editor/validator of Taiwan Chinese for over five years.

I have also participated multiple times in Apple's workshops for product announcement events, such as the 2017 iPhone X event, the iPhone 14 event in 2022, and the iPhone 15 event this fall.

I always focus on the nuances of languages and ensure the best communication to the audience rather than a word-for-word translation. For marketing translation and writing, please see <https://wordpress.com/zh-tw> for reference (visit it in incognito mode if logged in with a WordPress.com account).

Summary of my Expertise

- Localization and Transcreation: over five years of experience in translation and transcreation, focused on the cultural nuances and details to ensure the localized copies read and sound naturally fit.
- Editorial: Over 20 years of editorial experience for digital and printed media and leadership of creative, award-winning teams.
- International collaborating experience: Co-working with global/regional/local XF teams during my service in Yahoo and cooperation with various international clients.
- Deep knowledge of content strategy and product/service evangelization for internal talents, external influencers, and users.

Major Career Experiences and Milestones

Editor-in-Chief, HannStar Display Corporation, 2021 - 2022

- Developing and executing the content strategy, overseeing the public and internal communications.

L10N Freelance Editor for Traditional Chinese, crypto.com,
[CoinMarketCap.com](https://coinmarketcap.com), and Basler AG 2021 - Present

-
- Reviewing and translating the marketing copy, help documents, copies in apps and websites, legal, etc.

Language validator for Taiwan Chinese translations, Automattic (freelancer), 2020 - Present

- Validating, proofreading and making suggestions to the Taiwan Chinese translations of [WordPress.com](https://zh-tw.wordpress.com) UI of web, apps, deliverables, etc. See <https://zh-tw.wordpress.com> and sub-pages under the menu (homepage need to logout to see the copies).

Senior Deputy Editor-in-chief, [ETtoday.net](https://www.ettoday.net). 2017- 2020

- Lead a young and creative team of 20 editors, writers, video creators and 70+ writer-at-large for “Keyboard Big Lemon” of [ETtoday.net](https://www.ettoday.net), experimenting and executing multiple creative ways of content production and curation.

Freelance Editor (vendor), Apple. 2017 - Present

- Participated in the Marcom black workshops for the event of iPhone X, iPhone 8, Apple Watch Series 3 and Apple TV unveiling in Fall 2017 and the iPhone 14/14 Pro/Apple Watch 8/Apple Watch Ultra event, as a freelance editor, editing and proofreading the copies of Interactive, AOS, Pricing Apps, Channel deliverables, etc.

Editorial Director, Rocket Media Affiliates — 2016 - 2017

- Served as the editor-in-chief of Rocket Café (<https://rocket.cafe>, now discontinued), a professional tech review published in Traditional Chinese, managing the daily editorial and strategy of content.

Community Manager, Yahoo Taiwan — 2009- 2016

- Served as the Evangelist and Community Manager for Flickr, Tumblr, and other Yahoo regional social products, collaborated with XF teams from Yahoo global/regional/local teams, esp. Customer Care, PR/Marketing, Legal and product management teams.

Deputy Editor-in-chief, PC home Magazine, Cité Publishers — 2007-2009

- Lead the editorial and journalist team of the monthly. The magazine was nominated as the Best IT Magazine of the Year 2008 of the Golden Tripod Award, given annually by the Ministry of Culture of the Taiwanese government.

Education

- Institute of Sociology and Anthropology, National Tsing-Hua Univ., Hsinchu, Taiwan — MA (Thesis not finished) 1995~1998
 - Dept. of Anthropology, National Taiwan Univ., Taipei, Taiwan — BA, 1992~1995
-