

Carsten Wan-Chien Hu

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Short Biography

Carsten Wan-Chien Hu works as a multilingual localization specialist with over 5 years of full-time industry experience under his belt. He is exceptionally well-organized, religiously delivering the best quality within optimal timelines. His fluent cross-cultural communication skills help facilitate multilaterally beneficial collaboration among global teams. As a professional full-time linguist and occasionally a project-based localization coordinator, he has so far processed more than 1.5 million source words and over 10,000 program minutes of audiovisual content, from which he has gained insights and expertise in facilitating the localization process of content creation, copywriting, linguistic quality assurance, SEM, SEO, subtitle origination, transcreation, and translation.

Equipped with the capacity to showcase a wide range of registers and styles in writing, as well as the ability to manage multiple projects simultaneously with competing deadlines, Carsten has soon built up a portfolio of satisfied clients from diverse industries around the globe. His end clients include: Apple, Google, YouTube, Fitbit, Amazon, Twitch, WhatsApp, Uber, Didi Chuxing, PayPal, Shopify, Netflix, Fox Networks Group, Disney+, Devialet, Boss Audio, Interscope Records, AT&T, Ashley Madison, Harley-Davidson, BMW, Volkswagen, Ford, Maserati, Peloton, Nike, Adidas, Puma, Booking.com, Hotels.com, Expedia, Louis Vuitton, Hermès, Gucci, Yves Saint Laurent, Bulgari, Jo Malone, La Prairie, Johnnie Walker, Philip Morris International, Qualtrics, Confluent, Zscaler, Oracle, and many other international enterprises.

In addition to the corporate side, Carsten has translated two books from French to Traditional Chinese, as well as written book reviews for renowned publishers in Taiwan such as Locus Publishing and Cite Publishing. He is also an award-winning author proficient in writing with great readability, beautiful diction, and vivid imagery.

Linguistic Competence & CAT Tool Literacy

Traditional Chinese & Simplified Chinese: Native or bilingual proficiency

English: Full professional proficiency (IELTS 8.0)

French: Full professional proficiency (DALF C1)

German: Limited working proficiency (CEFR B1)

High proficiency in CAT tools such as Smartling, Memsource, MemoQ, SDL Trados Studio 2019, Lingotek, XTM, Xbench, Jira and several proprietary content management systems

Education

- Sep. 2010-Aug. 2016 Graduate Institute of Foreign Languages and Literatures at National Taiwan University (*with a focus on Literary Criticism, Rhetorical Studies and Advanced Writing Training*)
- Sep. 2011-Feb. 2012 Aix-Marseille Université, Aix-en-Provence, France
Full-scholarship exchange program for Erasmus Mundus Action 2 Strand 2 MULTI mobility program, sponsored by the European Union (*majoring in French-Chinese Translation Studies and Cultural Studies*)
- Sep. 2005-June. 2010 Department of Foreign Languages and Literatures at National Taiwan University

Management Experience

- May 2018-Nov. 2018 Project-based localization coordinator and lead translator for Fox Networks Group (EN<>zh-TW)
Contract
- Act as the sole point of contact between Fox and all the language service providers to facilitate the process of localization for a highly creative project
 - Manage delivery schedule and prioritize urgent localization requests coming from showrunners in Hollywood and playwrights, directors and producers in Taiwan
 - Monitor quality, assess potential risks of underperforming vendors, collect feedback from requestors and turn the feedback into actionable implementation items for better efficiency and quality
 - Manage linguistic assets such as style guides, glossaries and brief templates for creative assignments
 - Respond to urgent assignments of small word count (translating, editing and proofreading)
 - Spot check and perform LQA audits on localized content submitted by the vendors; content types include loglines, beat sheets, treatments and pilot scripts

Selected Work Experience in Localization and Digital Marketing

- Sep. 2021-Present Senior Copywriter for a prestigious luxury brand (FR>zh-TW)
Freelance (via marketing agency)
- Perform final validation on the copies written by freelance copywriters and reviewed by the in-market staff from the client side

- Provide linguistic and cultural feedback on the creative direction pursued in the copies
- Report directly to and collaborate closely with the client's content creation team from the headquarter in Paris

Sep. 2021-Present
Freelance (via LSP)

Language Lead for one popular on-demand streaming service provider (EN>zh-TW)

- Supported the APAC launch
- Perform linguistic QA on a need basis
- Participate in ad-hoc meetings
- Identify quality issues and provide feedback to team linguists for improvement
- Evaluate test pieces submitted by freelance linguists
- Attend to ad-hoc requests, such as keyword research, and other SEO/SEM related assignments

Oct. 2020-Present
Freelance (via marketing agency)

Lead Copy Validator for one of the largest social network platforms in the world (EN>zh-TW)

- Use proprietary tools to perform copy validation and consult linguistic assets such as glossary, TM and style guide
- Validate against creative briefs on behalf of the client the marketing copies that have already been translated/transcreated, edited and LQAed
- Ensure translation and transcreation are free of errors and in line with the desired tone and style for target market
- Act as the primary point of contact among the client's engineering, localization and marketing teams for linguistic and cultural consultancy
- Employ local market insights to make decisions on when and where to deviate from the source, so as to achieve a more polished translation/transcreation with marketing flair
- Provide feedback on the instructions specified in creative briefs for future improvement on the quality of the briefs themselves

Nov. 2020-Present
Freelance (via marketing agency)

Lead Copy Validator for one of the top search engine service providers in the world (EN>zh-TW)

- Use proprietary tools to perform copy validation and consult linguistic assets such as glossary, TM and style guide
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Feb. 2018-Present
Freelance (via LSP)

Localization Specialist for one of the largest video-on-demand streaming service providers (EN<>zh-TW)

- Transcreate show titles from source to target locale
- Edit episode treatments submitted by production partners and rewrite them into logline form for metadata use
- Translate and transcreate all levels of metadata (show synopsis, season synopsis, episode synopsis) and items such as UI components, Press Release, Production Notes, Corporate Blog Post, Press Kit, A/B tests, Customer Service and general legal documents
- Review work performed by peer linguists, fill in scorecards and provide linguistic and stylistic feedback to them in the pursuit of better readability, fluency and cultural relevancy
- Evaluate the quality of translated and transcreated content submitted by the third-party vendors hired by regional marketing teams, identify the areas of problem and suggest ways to avoid inconsistency issues for a holistic brand image
- Perform QA testing on localized web content before it goes live
- Respond on a daily basis to assignments of urgent nature and same-day delivery requests
- Have completed a total of over 6,500 tasks of all sizes so far with an average LQA score higher than 99% (pass rate threshold is 95%)

Aug. 2016-Present
Freelance (via various LSPs)

Language Lead, LQA Lead, Language Specialist, Transcreator, Reviewer, Copywriter, Copy Editor, SEO Reviewer, Subtitle Originator/QC'er for multiple renowned brands across diverse industries (EN<>zh-TW, zh-CN<> EN, FR> zh-TW)

- Transcreate and/or write copies for highly visible content such as print ads, website banners, social media posts and TVCs
- Provide back translations and rationales for the client to consider which creative direction will best suit the

- current commercial needs
- Review work performed by peer linguists
- Participate in regular calls with the client to discuss the expected style for different product lines
- Fill out weekly reports on the overall quality of the translation team and suggest corrective actions
- Request and monitor RCAs (Root Cause Analysis)
- Analyze and review quality results in the dashboard on a weekly basis
- Manage and coach the translation and/or reviewer team
- Collect client feedback and disseminate updates to the translation and/or reviewer team
- Anticipate any quality issues/risks from the language teams
- Lead Quality Calibration calls when the translation team is under performing
- Attend meetings with Language Coordinator/Language Quality Manager as needed
- Raise and monitor JIRA queries as needed
- Assist in answering queries raised by localization vendors and clarify the areas of doubt surrounding the urgent localization requests that arrive with few contextual information

Oct. 2019-May 2020
Freelance (via LSP)

Brand Ambassador for one of the leading ecommerce platforms and payment solution providers (EN>zh-TW)

- Act as the center of excellence for language quality, voice, style and brand internationalization in the target language
- Maintain and oversee target terminology management and maintenance: translate and/or validate newly identified source terms; engage relevant market stakeholders in branded terminology definition and sign off; coordinate target terminology translations with other terminology stakeholders (e.g. product-terminology owners); enter and maintain terms in term base; Assess potentially needed changes in target terminology
- Act as the single point of contact to obtain the feedback and information from the client's stakeholders (merchants, partners and internal employees): analyze it to identify necessary action items needed from the localization vendors and ensure appropriate execution of defined Action/Improvement items
- Communicate with all stakeholders—localization vendors, the client's in-country reps—using the defined collaborative framework and maintain relationships with all involved parties
- Collaborate with Brand Ambassadors for other languages

to share knowledge and look for efficient solutions of challenges/issues with cross-language validity

- Work with the UX team to ensure high quality user experience for the target language
- Participate actively in any quality check-points/meetings /discussions called-up by the client
- Assist in the launch of the official website and several marketing campaigns in the target locale