

Yanan Pu

PMP® | Simplified Chinese Localisation | Marketing Translation | Fintech & Business

SKILLS & HIGHLIGHTS

Certified Project Management Professional (PMP)®

Localisation background in finance, tech, and marketing sectors

University of Bath MA in Translation with Business Interpreting

QA & Project Management tools: Asana, Monday, Trello

Excellent communication and interpersonal skills, meticulous time management

TMS & CAT tools: memoQ, Phrase, Wordbee, Trados, Lokalise

UI CMS: Coremedia, Alfresco, Sprinklr, Fulcrum, IHT

EXPERIENCE

Marketing & Localisation Copywriter (Simplified Chinese) — *Stripe, Inc. UK/China*

10/2023 - present

- Support Localisation Manager in newly created marketing assets and sometimes create local language content when necessary.
- Review and edit existing marketing materials to ensure quality of writing and consistency across the various types of assets.
- Participate in consistent QA feedback loops.
- Collaborate with expert linguists and regional stakeholders to ensure that marketing materials provide the best customer experience.

Marketing Translator & Copywriter (Simplified Chinese) — *Self-employed, UK/China*

09/2010 - present

- I specialise in creating and localising content for the tech, finance, and luxury fashion sectors, focusing on market-specific requirements and customer engagement.
- Successfully managed and executed comprehensive localisation projects, including website localisation for brands like FARFETCH, S&P Global, and Autodesk's culture-specific campaigns.

Senior Translator and Sub-editor (Chinese) — *YOOX NET-A-PORTER GROUP, London, UK*

08/2018 - 03/2023

Operations:

- I translated, edited and proofread product editorials for NAP's e-commerce website. On average, I work on 30 product translations and 60 product subeditings each day. Daily output is approximately 3000 words.
- I scheduled, managed, tracked, and collaborated cross-functionally with linguists on my team and other studio teams to ensure a smooth Chinese Designer Landing Page localisation workflow. I completed over 1500 DLP translation requests.
- I conducted regular language workshops for the team to improve translation copy quality.

Projects:

- Automation Project: Having noticed a potential in automating some of the web content translation, I innovated and implemented a VB macro to automate the details translation. The refined workflows increased translation speed by approximately 50%.
- Training package design project: As soon as I was promoted to Senior, I started developing a streamlined training and coaching package for all team-level roles. Within three months, the team had standardised onboarding training and a further development program. With this package, I trained and coached over 20 new hires (including freelancers), 2 Senior sub-editors, and 3 sub-editors.
- Alibaba JV term base project: I created Mr Porter's terminological database for the YNAP/Alibaba joint venture.
- Size & fit revamp project: I initiated a size revamp project to suit better Chinese customers' needs when choosing garment sizes. With the insights of the company's size & fit team, I started an update coordination to the sizing database. As a result, Chinese customers' size-related returns decreased.

Translator and Sub-editor (Chinese) — YOOX NET-A-PORTER GROUP

11/2017 - 08/2018

Local Marketing and Social Media Copywriter (Simplified Chinese) — One12th, US

12/2017 - 05/2020

- I created and scheduled social media posts on Sprinklr when working with One12th's marketing team.
- Created Lennar's tone and voice in the Chinese market.
- Established three buyer personas specific to the market.
- Provided culture consultation for Lennar International

EDUCATION

MA in Translation and Business Interpreting (Chinese) — University of Bath

10/2016 - 10/2017

BA in English — *Zhejiang Normal University, China*

09/2006 - 09/2010

SOCIAL MEDIA PRESENCE

WeChat Official Account Editor (Simplified Chinese) 08/2021

I volunteer to sub-edit UKCWC's articles on WeChat for SEO. I also run their WeChat short video channel.

China's Xiaohongshu (Red) Platform ID: 指短琴长 04/2021

I run a personal music channel on China's Xiaohongshu platform, showcasing my Pipa performances. Since April 2021, I have gained 1000+ followers and 10.7k+ likes.

Crowdfunding Campaign Coordinator (English) 02/2022 - 08/2022

Art's Council funded Octopuses & Other Sea Creatures

As part of this Arts Council-funded art project, I oversaw a crowdfunding campaign in February 2022. I communicated and built relationships with stakeholders to create a reward list. I also created marketing copy for the Crowdfunder page and email communications. We raised £5,279 and achieved our target. The successful implementation of this project is a testimony to my project management skills.