

Jelte Kösters

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EDUCATION

UNIVERSITY OF COLOGNE Cologne, Germany
BA Regional Studies China / Business Administration (Final Grade: 2.1) 2013 – 2018

- Financial Management, Investment and Financing, External Accounting, Chinese Law
- **Thesis:** *The Development of Individual Industrial and Commercial Households Under a Reformed Legal Framework*

SICHUAN UNIVERSITY Chengdu, China
Chinese Language Program 2014 – 2015

- Advanced Mandarin Course

FU JEN CATHOLIC UNIVERSITY Taipei, Taiwan
Chinese Language Summer School (Final Grade: B+) 2013 – 2013

Shanghai International Studies University (Final Grade A-) Shanghai, China
Chinese Language Program 2011-2011

- Mandarin Course

PROFESSIONAL EXPERIENCE

HUAWEI TECHNOLOGIES Chengdu, China
Translator April 2019 – September 2019

- Translator and editor in the server storage division
- Responsible for translation, correction and cultural appropriateness of all contents.
- Translated and edited technical documents, marketing materials, social media materials and public statements.

EASEUS.COM / EASEUS.DE Chengdu, China
Content Marketing Editor April 2018 – April 2019

- Overhauled page contents for English and German markets
- Implemented best practices for customer service, increasing TP rating from 1 star to 4 stars in three months
- Drafted new refund policy to comply with western customers' expectations and generate consumer trust
- Managed YouTube marketing effort creating engaging and educational content related to the product
- Tested and overhauled software products' language and user interfaces for better user experience
- Conducted market research & created content for SEO-driven marketing effort
- Created articles and blog posts generating leads through international partners
- Provided legal analysis for contracts with partners and affiliates

ANDRE HENKEN Oldenburg, Germany
Construction & Customer Service Worker September 2011 – August 2012

- Acquired basics of construction work, plumbing installation and managing customers' expectations
- Mediated between workers, customers and management
- Managed and instructed a team of apprentices
- Ensured keeping of a safe work environment

IKEA DEUTSCHLAND GMBH Oldenburg, Germany
Logistician (part-time) October 2010 – May 2011

- Learned basics of store-side logistics
- Received introduction to in-store marketing strategies for retail
- Seamlessly worked across sections toward completion of a common goal

IKEA TRADING HONG KONG LTD. Shanghai, China
Logistics Intern July 2011 – August 2011

- Helped cutting costs significantly by implementing data-driven supply-side logistics scheme
- Introduced project to eliminate need for multiple record-keeping of container data
- Ensured timely conclusion of projects across teams through follow-ups
- Visited suppliers for negotiations and ensured keeping of work safety and product quality standards
- Assisted in setting-up and organizing international meetings of supply planners

ADDITIONAL INFORMATION

Technical: Trados, Xbench, Excel, PowerPoint, Word, Outlook, YouTube, Camtasia, Adobe Dream Weaver, HTML, Google Adwords, Google Analytics, SEO, Trustpilot, Power Tools

Language: German (native), English (fluent), Mandarin (advanced)

Interests: Writing fiction (English), Quora, computer games, internet culture, politics, history, economics

Family and Visa Status: Married to Chinese national, holder of family visa in PR China

Clubs and Societies: Kölner Burschenschaft Alemannia, speaker SS 2016