
William Liu

With 19 years overseas working experience for senior industrial and business management, international marketing and sales, trading, and BU management, I have been a freelance translator for 5 years due to family issues. In those years, I took care of my old parents and young child, and I never stopped learning from translation and subtitling. As Tom Cruise said, "I disagree with people who think you learn more from getting beat up than you do from winning."

Extremely self-motivated, fast-learning, goal-oriented.

Recent Large Projects: Ceridian Dayforce (HR/Payroll/Tax/Insurance), MOM (subtitling), Kerbal Space Program 2 (game), Dark Arena: Wonder Hero (game), Kaiser Permanente (HealthCare), Disney Hero (game), CDC (app), San Leandro United, El Monte City School District LCAP (Education).

 Taipei City, Taiwan

 www.transpavilion.com (for my latest projects)

Working Experience

Full-Time Freelancer • Home

1. Providing Translating service for various agents and content. (English to Traditional Chinese - Taiwan)
2. Full-time in-house translator.
3. Detail-oriented and work on producing nearly error-free-translation, with strict self-reviewing and QA tools.
4. A general throughput of 2,000+ English words daily.

-Main Projects: Netflix, Disney+, GoodGaming Gambling, Shutterstock, Autodesk, Microsoft, Sony Playstation, MegaBank (Taiwan), Medfirst Health (Taiwan), CEOC (Taiwan), CME Group, Los Angeles Education Districts, Predator Group, Iyuno-SDI, GaragePlay, Gamania Inc., etc.

- Industrial: mechanism and parts related, manual.

- Legal: General law and legal documents, Criminal Law, Civil Law, Procedure Law, Company Law, Securities and Futures Exchange.

- Marketing Projects - French Red Wines, Italian Heavy Locomotives, American 3D Display Cards, American Condoms, American Billiard Cues and Accessories, Taiwanese Wiring Accessories, American Franchise Coffee Machines, etc.

- Financial Projects - Listed Medical Company Annual Report, Military Pensions Proposal to Taiwan Government, Future Exchange Website, etc.

- Gaming Projects - Everquest Traditional Chinese (2002), GoodGaming Pokers (2017), American RTS (2020), Chinese RPG terms modification, etc.

- Gambling Projects - GoodGaming Texas Poker, Slotmachines.

- Subtitling - Netflix Movies and Series, Disney + Movies and Series.

Oct 2018 - Present

COO • SunMoon Tech Limited

1. Analyze and direct reconstructing existing products (Chinese lottery in mainland).
2. Responsible for product refactoring and innovation, planning frontend and backend, and iterative projects.
3. Guide regular online activities and data structure.
4. Promotion and exhibition for sales expansion.

Jan 2016 - Jun 2018

Director of SubBU Management • ChaoFu Group

1. Clarify and unify the strategy and Business Development Model in China, India, Indonesia, Thailand, Hong Kong, Korea, Taiwan, including directions and methods in various Channels.
2. Develop and audit the budget program to the subBUs, analyze the historical data. Give the subBU improvement direction, including market share monitoring, market analysis, pricing strategy, channel direction, new market development direction, etc.
3. Drive and assist districts in achieving budget goals, including pricing, competitive analysis, KEY ACCOUNT development, customer relations, CLOSE DEAL, marketing plan execution, new product introduction, demand support for different channel customers, and coordination with the head office or factories to address various quality standards or requirements.
4. Implement and track operational performance and management
5. Establish Indonesia SubBU for its business gains and losses
6. Construct Thailand-centric radiation emerging markets including Myanmar, Cambodia, Vietnam and other market expansion
7. Also responsible for the profit and loss of Thailand SubBU
8. Replicate other SubBUs as successful experiences, including marketing, advertising, dealer assistance, radiation geodesy, new product import, etc.

Apr 2013 - Jan 2016

Special Assistant • Lacquer Craft MFG Co Ltd

1. Responsible for all business related units, global OEM agents including US, UK, UK, Netherlands, Australia, Canada, Singapore, etc. customer maintenance, contract negotiation, order receipt, development of the Middle East market.
2. Build self-owned brands, Universal and Dufferin cues, for global distribution and establish Chinese market distribution channels.
4. Responsible for design, cost, shipping, and process management.
5. Accounting for costs and quotations
6. Core materials acquisition
7. Control special production process and materials including paint, leather, components, etc., patent applications and maintenance
8. Design APP: Anti-Counterfeiting System
9. Accessories development, outsourcing
10. ISO Management Representative

Mar 2008 - Mar 2013

Special Assistant • Suzhou Wuzhou Aviation Supplies MFG Co

1. Responsible for importing and ensuring the implementation of ISO 9001 as the core of precision production.
2. Analyze all costs, improve production efficiency, including process, operation time, quantify loss and control, at the same time reorganize the elements of labor salary, improve stability and centripetal workforce, take charge and be responsible for the operating profit and loss of Suzhou new factory and Dongguan parent factory
3. In-depth investigation of malpractice and rework, improvement of manufacturing process, manufacturing equipment, organization, employee operational attitude, comprehensive quality assurance to implement precision cost control and improvement objectives
3. Develop and maintain world-renowned aviation customers and agents
4. Nurturing manager level management cadres
5. Research and Development and Improvement of Institutions
6. Establishment of Operation Management and Planning of New Plant in Suzhou Production Base

Mar 2004 - Dec 2007

Special Assistant • Mustek Limited

1. Administration of Legal and Commercial Contracts
2. Various project execution, including Product Import/Procurement Policy/Marketing Policy and Activity Analysis and Progress Control
3. Analysis of Market and Management Data/Suggestions for Countermeasures
4. Autonomous new product development to procurement and sales project management
5. Project Task Planning and Execution includes Y2K Product Project, Taiwan Investment Program, Acquisition Project
6. Assist and support the Taiwan Purchasing Office in connecting Taiwan manufacturers and purchasing project products
7. Participation in Exhibition Planning and Marketing Support

Jul 1999 - Mar 2003

Education

1997 - 1999

University of Victoria Victoria

Master of Business Administration

1994 - 1997

National Taiwan University

Bachelor of Foreign Literature

Skills

- English to Chinese (Traditional or Simplified) Translation
- Chinese to English Translation
- Editing and Proofreading
- Marketing
- Legal Documents
- Financial Reporting
- Commercial Contracts
- Subtitles Translation
- Game Translation
- Gambling Translation
- Marketing Translation

CAT/QA Tools

- Trados 2021 Freelance
- QA Distiller
- MemoQ
- Memsource
- Xbench
- Passolo
- LEAF
- Idiom Worldserver
- Smartcat
- Smartling
- XTM