

Mei Ye (English to Chinese Translator, Transcreator, Copywriter, Editor, Social Media Management, AI Trainer, Search Engine Optimization, Chinese native speaker, Freelancer)

Mobile Phone: +86-138-8210-2563

Email: littlehorse1115@163.com

Current Residency: Chengdu, China

Speciality: Translation, Transcreation (Marketing, News, Financial and Economic, Business, Management, Education, Tourism, Popular Science, Social Science, Game, APP, Subtitling), Copywriting, Copy Editing, Social Media Management, AI training, SEO

- Over 10 years of full-time experience in multinational companies with roles in marketing, business, human resources, operations, manufacturing, supply chain, procurement and English translation (approximately a million words), transcreation, copywriting, content editing and Corporate Social Media Management.
- English-Chinese freelance translator for translation agencies, direct corporate clients and online video platforms.
- Experienced in AI training and Search Engine Optimization project.
- Proficient in teaching Chinese to non-native learners.
- Skilled in using MS Office and Trados Studio for translation, quickly adaptable to other software tools.
- CET-6 English Proficiency Certification & Mandarin Proficiency Certificate.
- Currently a responsive and efficient freelance professional.

Working Experience:

2023-Present, Translation Companies, Direct Corporate Clients, Online Video Platforms

English to Chinese Freelance Translation, Transcreation, Copywriting, Social Media Content Creation, Copy Editing, AI Training, Search Engine Optimization

Speciality: Marketing, Financial and Economic, Corporate Management, Social Cultural, Popular Science, Education, Subtitling, Game, APP

Delivered Project: Product Marketing Promotions, Social Media Content, Travelogues, Financial News Updates, Subtitles for Speech Videos, Subtitles for Natural Science Videos, Subtitles for Online Open Courses, Game Localization, APP Localization

2018–2023, Fortune 500 Company

Full-time Managerial position (all modules of Human Resources Management and Operations Management), responsibilities included Copywriting, Copy Editing and Corporate Social Media Management, also served as a Part-time Language and Management Instructor

Delivered Project: Company WeChat Official Account, Product Promotion Brochures, Corporate Culture Promotional Copy, Business Plans

2017, Wal Mart (China) Co., Ltd, The World's Largest Multinational Retail Chain

Enterprise Management position (all modules of Human Resources Management and Operations Management), with Translation responsibilities

Language: English to Chinese , 150,000+ words

Speciality: Enterprise Management

Delivered Project: Management System Documents

2008-2010, ERIN Electronics GmbH, German Electronic Components Manufacturer,

Business position (Marketing, Quoting, Order Management, Sales Forecasting, Inventory Control, Product Delivery, Quality Management), with Translation responsibilities

Language: English to Chinese , 700,000+ words

Speciality: Business, Marketing

Delivered Project: Business Correspondence, Quality Reports, Product Reports, Brand Promotional Brochures, Marketing Documents, Website Content

2005-2007, Foxconn Technology Group, The World's Largest Multinational Original Equipment Manufacturer

Manufacturing & Supply Chain positions (Workstation Production, Machine Operation, Quality Control, Material Planning, Procurement, Logistics, Inventory Management), with Translation responsibilities

Language: English to Chinese , 100,000+ words

Speciality: Business, Supply Chain, Enterprise Management

Delivered Project: Business Correspondence, Production Reports, Quality Reports, Job Standard, Operating Procedures, Management System Documents

Education Background:

Sept. 2001-June. 2005, Xihua University, Chengdu, China, Bachelor of Administration
Major in Business Administration , Minor in Computer Science and Technology

Certificates:

CET6 (an excellent command of English)

Mandarin Proficiency Certificate (an excellent command of oral Chinese)

Software:

SDL Trados Studio (CAT translation software)

MS Office (office software)

SAP, Oracle, Navision (ERP software)

Portfolio Contents

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1. Customer Feedback

客户反馈

At 2024-01-30 16:31:05, [redacted] wrote:

Hi Mei!

Thank you for the translated sentence!

[redacted]

I very much enjoyed our cooperation so I would like to ask you - can I contact you with any [redacted] updates in the future? We add some features monthly, but the workload is not much. Let me know! ☺

app name

Warm regards,
[redacted]

Re: Re: Re: Re: Re: Re: Re: Re: Re: Re: Re: Re: Application with translated test text for App localization - English<Chinese Simplified> at [redacted] app , from Mei Ye

🔍 📧 🕒 🌐 | 🔒 安全浏览模式

发件人: [redacted]

收件人: [redacted] <littlehorse1115@163.com> +

时 间: 2024年02月01日 05:57 (星期四)

📧 邮件已被回复 查看详情

【升级】邮箱会员, 更安全的邮箱体验, 更大的存储空间, 提高办公效率!

Hi Mei!

It's wonderful to hear that you are interested in continuing our collaboration. I will definitely contact you soon with some more updates.

We also have a second app, [redacted]. It's mainly a journaling app: [redacted]

We are discussing the idea of translating it into more languages, Chinese included. If we decide to do it, you will be our first choice! 🍀

Have a great day,

Re: App Store Text Localization- summary of February 2024 jobs - [redacted] | 🔍 📧 🕒 🌐 | 🔒 安全浏览模式

发件人: Na [redacted] <[redacted]@ic.com>

收件人: littlehorse1115 <littlehorse1115@163.com> +

时 间: 2024年03月12日 19:08 (星期二)

📧 邮件已被回复 查看详情

🌐 翻译成中文

【升级】邮箱会员, 更安全的邮箱体验, 更大的存储空间, 提高办公效率!

Hi Mei!

Thank you for the timely translation!

I greatly appreciate your time writing down your insights. You are absolutely right that we should localize the app store content and keywords. We are planning on doing that very soon, [redacted]

Your message will definitely help me speed up the process; I've already shown it to the leading developer.

The good news is that all of the App Store texts will be updated soon (with challenges and other information), so I will let you know as quickly as possible when we can start translating. ☺

Thank you again, we are so happy to have such a dedicated translator! ▼

Have a fantastic week!

Re: Re: Music Recording App - Translation of Marketing Text, some UI elements.    

发件人: 

收件人: littlehorse1115 <littlehorse1115@163.com> 

时间: 2024年03月14日 20:37 (星期四)

 邮件已被回复 [查看详情](#)

 [翻译成中文](#)

【升级】 邮箱会员, 更安全的邮箱体验, 更大的存储空间, 提高办公效率!

Everything looks great, thank you!


Can you send me an invoice? Also please let me know your  so I can send payment.

Re: Re: Music Recording App - Translation of Marketing Text, some UI elements.     |  安全浏览模式 

发件人: Ge , [帮助](#)

收件人: littlehorse1115 <littlehorse1115@163.com> 

时间: 2024年03月26日 21:10 (星期二)

 [伦敦金丝雀码头性价比天花板, 租金收益之王 免费咨询](#)

I just sent payment, including the processing fee. Thank you for all the effort you put into this, I truly appreciate it. 🙏 I look forward to working with you again!


Warm regards,



Los Angeles, California

 UX Writer in Chinese, Mental Health App for 

\$  

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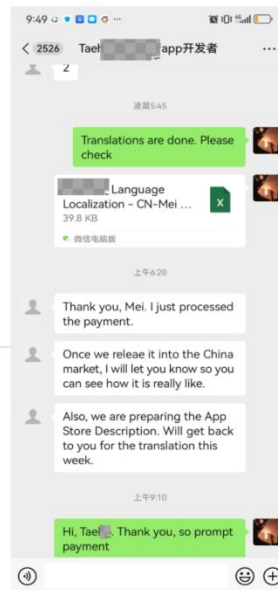
Thu, Mar 14 (5 days ago)

 **Tae** 
12:02 PM

Here's the excel file that you wanted. I added a few more that may not be in the Figma. Total word count is about

1 file 

  Language Localization - CN.xlsx



2. Portfolio

作品集

2.1. App Localization

App 本地化翻译

Source (App Store Title & Subtitle) :

ABC - Music Recorder (30 character limit)

Record Songs, Make Music (30 character limit)

Translation (应用商店的标题&副标题) :

ABC - 音乐制作, 录音&混音神器, 简便专业

格莱美奖得主&新手小白都在用的录音棚, 录制歌曲, 制作音乐

Comment:

The product title and subtitle in the app store are crucial for attracting users and motivating them to use the app. However, the English source did not fully utilize the 30-character limit, failing to comprehensively present the product's features. Therefore, during my translation into Chinese, I made some adjustments. The final Chinese translation, "Title: ABC - Music Production, Recording & Mixing magic tool, Simple & Professional. Subtitle: The recording studio used by Grammy Award winners & beginners alike, recording songs, Make music" thoroughly describes the product's features from both abstract and concrete perspectives, maximizing the character limit, and incorporates three top-4 trending keywords (SEO keywords: 音乐制作/制作音乐/录音棚).

- ✧ The app features both recording and mixing, but only "recording" was mentioned in the title. I added "mixing" to reflect both key functionalities.
- ✧ I included "magic tool," a trendy term in Chinese, to highlight the app's capabilities.
- ✧ To appeal to different customer segments, I added "simple, professional," catering to those seeking ease of use and powerful features.
- ✧ I enriched the title with a compelling fact: "The recording studio used by Grammy Award winners & beginners alike," which I discovered from the app's UI and not fabricated.
- ✧ I asked the developer to use App Store keyword ranking tools to identify top search keywords in our field. I incorporated three top-four ranking search keywords in the title .

Source (5 App Store UI Screenshots)

- ✧ Record your music!
- ✧ Collaborate!
- ✧ Built-in Drum Loops
- ✧ Record & Mix
- ✧ Get your ideas down!

Translation（应用商店的 5 张 App 界面截图）：

- ✧ 你的醉人旋律，我来用心记录！
- ✧ 携手共创，成就音乐梦想！
- ✧ 内置鼓循环，旋律跃动生辉
- ✧ 录音与混音，打造极致听觉盛宴
- ✧ 灵光乍现，随时记录

Comment:

App screenshots in the store provide an intuitive feel for the app, which is crucial. Originally, each screenshot had a simple sentence describing a feature. To highlight the professional effects of these features and inspire downloads, the Chinese translation adds interactivity and literary beauty, enhancing the potential effects on music recording.

Source (App Store Description):

What our users are saying

“I’ve been using Studiomini for 6 years now! The sound and clarity is also VERY SUPERIOR...”
“Without reading any instructions nor having to do a few “takes”, I successfully recorded my tune on the first attempt, everything was completely obvious and worked exactly as I wanted and expected.”

Translation（应用商店的 App 简介）：

听听用户的声音

“六年 Studiomini 忠实粉丝报道！音质，清晰度，都是妥妥的业界顶流...”
“完全不用查看烦人的操作指南，更不必反复试错到抓狂，轻轻松松一次性就搞定了乐曲录制。一切都超级直观、顺手，完美契合我的需求和预期。”

Comment:

Unlike other UI texts that focus on literary aesthetics with grand and ornate language, the translation of user reviews here adopts the typical Chinese internet language style, which is playful, casual, and natural.

Source (App Store Description):

ABC is designed to be very easy to use, to help you instead of getting in the way of your creative flow. It comes with drum loops, professionally produced and only available with ABC. It can record high resolution audio.

Translation（应用商店的 App 简介）：

ABC 忠于简洁易用的设计哲学，助你畅享创作乐趣，让灵感璀璨绽放，不受任何操作束缚。内置专业鼓点循环，唯 ABC 独有，令每一次敲击充满韵律。先进的高解析音频录制技术，确保录下的每一个音符都鲜活生动。

Comment:

To ensure music beginners understand the app's functions, I added explanations to the recording terminology in the translation, using simple, easy-to-understand, and literarily beautiful language.

For example, after "drum loops", I added "making every beat rhythmically alive". After "high resolution audio", I included "ensuring every note recorded is vivid and lifelike".

Source (App Store Description):

You're on the go, in a hotel room on tour. You're at school on a break with your acoustic guitar in hand. You're in the car parked outside the office. Inspiration strikes! You're humming a melody, a couple of chords start to form, the spirit of the muses starts flowing through you. At this moment you don't need endless possibilities from your gear, you need something simple yet powerful, something that will help you. You need "here you go, keep going", not "look over here!! Jump through these 10 hoops first, make a bunch of technical decisions, sift through endless options". By the time all this happens, the muses may well have clocked out for the day.

Translation (应用商店的 App 简介):

灵感总是在不经意间浮现。也许是在巡演途中的酒店房间，或是在学校课间你正轻抚原声吉他，还可能是在办公室旁的车内。奇思妙想的火花突然迸发！旋律在心头回荡，和弦跃然指尖，缪斯女神在耳畔低语。此刻，你需要一款简洁而强大的工具，帮你心无旁骛，沉浸于创作热情。而非为各种令人眼花缭乱的功能所困，先费劲闯过十道关卡，迷失在海量选项和复杂步骤中。当你忙于应对这一系列繁琐操作时，灵感缪斯可能早已悄然远去。

Comment:

- ✧ For "You're humming a melody, a couple of chords start to form, the spirit of the muses starts flowing through you". To resonate with users, I used a more interpretive approach, focusing on literary beauty in Chinese, slightly differing from the English verbs.
- ✧ For "You need "here you go, keep going", not "look over here!! Jump through these 10 hoops first". To align with Chinese habits and cultural acceptance, I employed interpretive translation, making the text more natural and understandable for Chinese readers.

2.2. App Transcreation

App 本地化创译

Source :

Learning a new language can be challenging, but you're already on your way to something amazing. Instead of losing heart, make the most of your ABC subscription with these tips to enrich your learning experience:

- 1) Perfect your pronunciation: Create a word playlist and practice the words you're struggling with
- 2) Set your own pace: Customize your daily goals and learn at the speed you choose

Translation:

学习一门新语言，犹如大海行舟，虽然航程坎坷，但你已经开始扬帆起航，奔赴星辰大海。时刻记得，掌好信念船舵，护你远航。请借助以下小技巧，让 ABC 订阅服务成为推动你前行的强劲风帆，令学习之旅更加绚丽多彩。

- 1) 打磨发音技巧： 创建单词库，专攻那些如礁石般棘手的单词发音。
- 2) 设置个性化的学习节奏： 自定义日常学习目标，选择适合自己的航速，探索语言学习的海洋。

Comment:

A. In line with the Chinese tradition of likening knowledge to the sea and learning to sailing, this metaphor is appropriately incorporated into each sentence of the translation.

- 1) “Learning a new language can be challenging” is translated as “Learning a new language is like sailing in the sea, though the journey may be rough”.
- 2) “But you're already on your way to something amazing' is translated as “But you have already started sailing, heading towards the sea of stars”.
- 3) “Heart” is translated as “the rudder of belief”.
- 4) “Make the most of your Lingvist subscription” is rendered as “Let your Lingvist subscription become the strong sail that propels you forward”.
- 5) “Enrich your learning experience” is translated as “making your learning journey more splendid”.
- 6) “Practice the words you’re struggling with” is translated as “focus on those words as challenging as reefs”.
- 7) “Learn at the speed you choose” is translated as “choose a suitable sailing speed for yourself, and explore the ocean of language learning”.

B. The direct translation of “Instead of losing heart” should be “Do not lose heart” or “Do not be disheartened”.

- 1) Considering the psychological aspect of the user, using positive sentences is more encouraging for continuous learning. Therefore, it is expressed as “maintain confidence”, conveying the same meaning but in an opposite way.
- 2) Additionally, aligning with the overall metaphor, “heart” is embellished as “the rudder of belief”.
- 3) Considering that a direct translation into Chinese might disrupt the smooth flow of the context, additional sentences were added before and after this sentence to ensure a more seamless narrative.
- 4) The final sentence is translated as “Always remember, hold firmly the rudder of belief, guiding you through the voyage”.

2.3. Game Localization

游戏本地化翻译

Source :

A Spectacular Cash Wednesday Promo:

Login to your account on Wednesday, deposit €30 or more using the code WEDNESDAY30 and get 40% cash. If you play and the house wins, you get 15% cashback via chat.

ABC's webpage is optimized for both iOS and Android. All you have to do is just type in the address of the website on your browser, and you should be good to go!

Translation:

周三狂欢日，豪华现金礼，任性大放送：

您只需在星期三登录账号，输入促销码 WEDNESDAY30，至少存入€ 30，便可获取 40%现金奖励。如果游戏当天运气稍逊一筹，庄家占了上风，您还能享受 15%的返现保障，联系在线客服即可轻松申领。

无论您使用苹果还是安卓设备，ABC 的网站都能提供流畅的游戏体验。仅需在浏览器中输入网址，即刻畅玩精彩游戏！

Comment:

A. To appeal to players and give them the impression that they have a chance of winning, "If you play and the house wins", was translated indirectly to imply "If on the day you play the game, your luck isn't quite as good and the house gets the upper hand".

B. For stylistic and fluency reasons, "is optimized for both iOS and Android" was not translated literally but was conveyed as the outcome of optimization, "Whether you use an Apple or Android device, Ildislots' website can provide a smooth gaming experience."

2.4. App Localization

App 本地化翻译

Source :

There are moments we find ourselves overwhelmed by worries, hindering the enjoyment of our lives. Worry Box will help you when you feel overly anxious.

Translation:

人生旅途中，总有一些时刻，忧虑会成为不速之客，压得我们喘不过气，蚕食我们的幸福感。当你感到压力山大时，烦恼匣子将伸出援手。

Comment:

To evoke empathy, this part uses personification, adding a literary touch. Worries are likened to uninvited guests that nibble away at our happiness. When you feel overwhelmed, the 'Box of Troubles' will reach out its hand to assist you.

Source	Translation
This trick requires a subscription	会员专属技能，订阅即可畅享
Happy	心花怒放

Ta-da	欢呼雀跃 Ta-da
Slip	灵巧一滑
Meditation	心灵净化
Dance	轻舞飞扬
Ballet	翩跹芭蕾
Almost Fly	展翅欲飞

Comment:

To make the animal skills appealing and drive subscriptions, I avoided direct translation of the simple English terms, instead using four-character phrases with idioms, creating vivid Chinese imagery.

Source :

- ✧ The first tender leaves emerged from the soil. Come back to watch it grow each day!
- ✧ Your dandelion is growing tall and strong. Look at the sturdy stem and bright leaves!
- ✧ A beautiful yellow dandelion has bloomed wide!
- ✧ Come back tomorrow to watch your dandelion prepare its seeds.
- ✧ The flower has finally made space for the seeds to form!
- ✧ The golden petals have transformed into a fluffy white puffball now.
- ✧ Your dandelion seeds are soaring into the world, full of potential, just like you!

Translation:

- ✧ 细嫩的新叶从土壤中探出头来。记得每日回来，见证它的成长！
- ✧ 你的蒲公英身姿挺拔而强健。看呐，茎秆粗壮，叶子油亮有光泽。
- ✧ 绚丽的黄色蒲公英已经灿烂绽放！
- ✧ 明日再来，见证你的蒲公英如何孕育种子。
- ✧ 终于，娇艳的花朵谢去，腾出生长的空间。在此，种子开始孕育！
- ✧ 现在，金色的花瓣华丽转身，化作一朵蓬松的白色绒球。
- ✧ 你的蒲公英种子正向着广袤天地，展翅高飞。如你一般，潜力满满！

Comment:

To attract users to plant dandelions in the app and enhance the realism of the planting experience, the original simple English was translated into Chinese with added personification, creating a more dynamic feel. The wording is more elegant and literary. Short sentences in the style of Chinese marketing copy are used, making it easier for users to read.

Source :

Bamboo Forest is a place where you can express yourself without fear of judgment through anonymous writing. After finishing your writing, you have the option to safely burn it, releasing any negative thoughts or emotions, or you can send it through the creek to connect with others.

Translation:

竹林，匿名倾诉的世外桃源，你可自由吐露心声，无惧外界目光。当心情化作文字，你可选择让它与火光一同安然翩翩起舞，任何消极的想法或情绪将化作灰

烬，从此消逝；亦或让它顺着小溪，随波逐流，与有缘人建立心灵链接。

2.5. App Localization

App 本地化翻译

Comment:

This app helps users curb their shopping impulses, featuring animal mascots that lead users through battles and challenges to earn points and badges, fostering personal growth. In translating to Chinese, the language maintains the casual, informal style of the original English, with the addition of popular internet terms to make the text playful and appealing, encouraging continuous engagement and the development of good shopping habits. In terms of sentence structure, long English sentences are translated into shorter Chinese ones to better suit the reading preferences of Chinese users and enhance the rhythmic flow.

Source :

We wouldn't be ourselves if we didn't try to convince you for a challenge of not buying anything on Black Friday.

Translation:

我们全力以赴，秉持初心，劝导理性消费，拒绝“买买买”，与您携手应对挑战，零消费过“黑五”。

Source :

This will prevent impulsive purchases and post-shopping regrets.

Translation:

这将避免“剁手”一时爽，剁后悔断肠。

Comment:

Compared to the plain and straightforward expression of the English original, the Chinese translation is more vivid and humorous, incorporating popular internet language. The term “剁手” refers to “冲动购物 (impulsive purchases)”, adding a playful touch and creating a more engaging experience to connect with users.

Source :

Embrace a lighter, more organized life by decluttering your surroundings. Challenge yourself to part ways with one item every day, carefully evaluating its significance. As you simplify your space, reflect on the impact of your belongings on your mindset - will letting go of things bring you joy?

Translation:

让生活更加轻盈、有序，从打理你的小天地做起。开启自我挑战，仔细评估物品价值，选出吃灰物件，尝试日舍一物。在简化空间的同时，感受那些物品对心灵的触动：断舍离，是否

能给你带来欢乐？

Source :

Levels are a raccoon way to remind you that you climb towards conscious consumption. For every action in the app you will be rewarded with points. Donating an item will give you more points than buying something new, so we hope you'll be more committed!

Translation:

浣熊将以特有的方式指引你一路打怪升级，逐步迈向理性消费。在应用中进行的每个操作都将为你赢得积分，而捐赠旧物会比新购物品获得更高积分。期待你全情投入，乐在其中。

Source :

Can you comfortably afford %@?

Translation:

%@的价格还算友好吗，你能否轻松拿下无压力？

Source :

Do you have an immediate use for %@
or
would it improve quality of your life (think how),
or
is that something you wanted to buy for a long time?

Translation:

%@一到手，能够即刻派上用场吗？
还是
它会让你的生活更美好（想想怎么个美法）？
或者说
是真爱，你期盼入手已久？

Source :

Think of your goals - including the shopping habits - as journey, not just a destination. Embrace the process and don't worry about mistakes along the way!

Translation:

将你的每个目标，连同购物习惯，视作一趟美妙的旅行，而非一个单纯的终点。尽情享受这一路上的风景，别在意路上的磕磕碰碰！

Source :

How do you know when a minimalist is having a shopping spree? They come home with one reusable grocery bag, and it's half empty.

Translation:

你怎么知道极简主义者在大肆购物？一看便知：他们仅仅带着一个环保购物袋回家，还只装了半袋子东西。

Source :

Obtaining something we desire causes a sudden rush of pleasure, momentarily distracting us from feelings of boredom, dissatisfaction, or unhappiness.

However, this feeling doesn't last, and we often seek out new things to continue experiencing that excitement.

Translation:

一旦入手心仪之物，愉悦感瞬间爆棚，无聊、不满、不快统统消除。但这种快感转瞬即逝，为了不断追求新的刺激，我们不停地买买买。

Source :

Companies take advantage of this by crafting stories around their products that align with their target group values and goals (present or desired), making it more likely for us to purchase them.

After a number of these well-told stories, increasing our possessions start feeling like improving our self-image, ****and the boundary between what we are, and what we own, is fading.****

Translation:

品牌抓住消费者心理，精心打造商品故事，让其完美契合目标人群的价值观和目标（无论是当前的还是憧憬的）。于是我们更难抵抗诱惑，只能乖乖掏钱。

听了许多天花乱坠的品牌故事后，我们开始觉得买买买就是在提升自我形象。****而我们自身与个人所有物之间的界限也逐渐模糊。****

2.6. Marketing Translation

市场宣传稿翻译

Source :

More than any other category, ABC jewels capture the essence of the brand. Over the years, certain collections and motifs have come to stand for ABC style.

Fiore, or flowers, are a theme ABC returns to often, a testament to the timeless allure of one of nature's most brilliant gems.

Translation:

脱颖于 ABC 旗下众多领域，珠宝凭借远甚于其他品类的演绎能力，完美诠释了品牌精髓。历经漫长岁月的沉淀，铸就非凡的作品系列与主题，演绎无与伦比的 ABC 风情。

意大利文花朵（Fiore），抑或英文词汇花朵（flowers），成为 ABC 反复探索的设计主题。彰显花朵的永恒魅力，恰如大自然中极致绚丽的瑰宝，经久不衰。

Comment:

For luxury product translations into Chinese, aim for a high-end and sophisticated tone. Use formal market script style with vocabulary that is either ornate or elegant, making good use of idioms. Add some descriptive Chinese terms to the original English to showcase the product's allure.

2.7. Financial News Translation**财经新闻翻译****Source :**

Historically, banks have benefited from high transaction costs and the low financial literacy of customers, which together have kept depositors from moving too much money into higher-yielding money-market funds. Today new communications tech and digital finance mean the investing populace is both more aware of the alternatives to bank deposits and has more opportunity to invest in them.

Recent research by academics at Columbia, Peking and Stanford universities notes that Chinese banks where depositors have more exposure to Yu'eobao, an online investment platform offering money-market-fund investments, see more withdrawals from customers. New tech might have helped facilitate the surge of almost \$300bn into American money-market funds in March, further destabilising banks.

Translation:

一直以来，银行受益于较高的交易成本和客户较低的金融认知水平。这两大因素合力制约大量储户存款流向收益更高的货币市场基金。如今，新的通信技术和数字金融工具出现，使民众意识到除银行存款外，还有其他的理财替代品。投资者也有更多机会和渠道进行投资。

近日，哥伦比亚大学、北京大学、斯坦福大学的学者研究表明，在中国，储户接触余额宝（在线货币市场基金投资平台）越多的银行，存款流出越多。今年3月，新技术可能推动了近3000亿美元涌入美国货币市场基金，这进一步导致银行的不稳定。

Comment:

In translating economic popular science articles into Chinese, maintain a formal style without being overly plain or dull.

2.8. Marketing Copywriting

市场类宣传文案

Background 背景资料

为服装设计公司的吊袜产品创作文案。在保留以下内容的基础上进行自由创作。

受众：忙碌、已婚、有孩子、30多岁、想要穿得时尚的女性群体

语调：亲切轻松、能引起共鸣、具鼓励性

请：使用较为日常的文字、使用“我们”代指品牌名称

请勿：使用带有贬义或反消费主义的词语

吊袜的蜂腰设计突显曼妙身材。有吸在丝袜上的复古腿环产品。质感柔软，搭配蕾丝面料，风格各式各样。有奢华款、性感款、经典黑丝款、新颖时髦的炫彩款式。

My Copywriting 文案作品

你是否羡慕过光鲜亮丽的女明星？她们造型百变，荧幕前风采动人，红毯上气质典雅。当然，魅力背后，离不开华美的服装，考究的妆容，而那些风格各异的吊袜同样功不可没。

我们渴望每一位女性都能拥有如明星般闪耀的时刻，精心打造每一款吊袜。独特蜂腰设计凸显曼妙身材，别致腿环诠释复古韵味，蕾丝材质触感柔软、尽显奢华。

清晨，穿上我们的柔软舒适吊袜，你在孩子眼里是最美的妈妈，欢乐的追逐游戏中，再也不必担心小手小脚造成的滑落尴尬。白天，你踏入办公室，专业而优雅，经典黑丝吊袜伴你每个自信步伐。夜幕降临，精致蕾丝吊袜为温馨时光增添一抹甜蜜与浪漫。在朋友的欢声笑语中，或是灯光璀璨的晚宴上，我们的各色款式令你的每一个转身都是风景。

无需繁琐搭配，一站式的风格变换，尽享复古、摩登、奢华、性感、青春与炫彩，让忙碌的你轻松迈上变美之旅。从此，无论走到哪里，你都是那个美丽的焦点。

2.9. Business Management News Editing

商业管理类新闻编辑

Background 背景资料

编辑会计管理系教授 ABC 先生的采访文。

在保留原文意思的同时进行自由编辑，让文章如同被重新书写一般。

受众：对商业管理有兴趣的高学历群体（不一定是业界专家）

语调：规范、直白明了、具权威性

请：保持段落简洁

请勿：使用带有贬义的词语、使用技术性术语

Copy to edit 需编辑的原文

你能想象吗？当今世界约有五分之一的工作不存在于 1980 年的社会。换言之，当 Z 世代开始步入社会工作时，他们所担任的 65% 职位如今还未出现。随着科技的发展、商业模式的转换以及工作环境的日益变化，越来越多的公司开始面临制定商业战略、提高领导能力，组织变革管理和研发创新产品等的技能差距管理挑战。

会计管理系 ABC 教授表示迎接不了这些挑战的公司将在不久的将来面对两个重大问题。“第一个问题就是：如果你迎接不了这些挑战，那就不可能跟上大队，比如说涉足工业自动化领域和确保公司的永续发展。”“第二个问题则是：不提高员工技能的公司将无法在未来的就业市场上招到专业人才。”

“从长远的角度来看，技能差距管理已经决定一个公司的存活。”ABC 教授如是说道。然而，现今的企业多数只会根据公司的最新趋势对员工进行培训，如大势正旺的“区块链”。员工真正需要的是比这种短期培训更具灵活性的技能训练。ABC 教授表示：“对这些公司而言，最根本的挑战是让他们做好充分的准备以面对充满未知的明天。”

当一个公司拒绝为员工技能提升而投资时，通常是因为他们不愿意让自己的员工带着新技能跳槽到竞争者的公司。为此，ABC 教授鼓励公司从员工的角度去对待这个问题。“有一天，我肯定会因为这个原因离开的。如果我的公司不愿意在我身上投资或是我没有得到任何培训的话，这会让我失去动力。”

My Copy 编辑后作品

当代社会，科技爆炸、商业模式不断创新、工作环境日新月异。职场风云变幻，如同一部持续上新的电视剧，自 1980 年以来，全球增加了五分之一的新职业。无论公司还是个人，手上的剧本尽是未知与挑战。可以预测，相较于现有的职业，由 Z 世代出演的全新角色将达到惊人的 65%。为了避免在剧集中突然“领盒饭”，越来越多的公司不得不忙于应对各种挑战：制定商业战略、提升领导力，推进组织变革、研发创新产品。。。。。

会计管理界专家 ABC 教授为我们解读了背后的逻辑。他指出，如果不积极迎接挑战，公司会面临两大问题。第一，无法跟上时代的步伐，比如会错失抢占工业自动化和可持续发展的绝佳机会，正如演员无法保住自己的番位一般。第二，员工技能停滞不前，企业未来在激烈的人才竞争中难以吸引到真正的明星人才。

ABC 教授认为：长远来看，员工技能管理的水平将成为公司兴衰的关键。然而，现今许多公司在培训方面只顾着追热点，比如热衷于“区块链”这样的当红炸子鸡。这类短期培训，就像是穿插的特效镜头，虽然惊艳却难以持久。他强调：针对员工开展更具灵活性、普适性的长远技能训练，才是真正有效的培训。企业只有扎实练好内功，才能游刃有余地应对各种剧情变化。

一些公司害怕员工带着新技能转投竞争对手，所以拒绝为员工技能提升买单。对此，ABC 教授鼓励企业换位思考。他使用了一个生动的比喻：“正如一个演员若长期得不到足够的关注、培训、提升和发展，始终在同类剧集中打酱油，他迟早会选择离开，去寻找一个能够让

自己发光发热的新舞台。”因此，对员工技能提升进行投资，绝对是保持企业竞争力的重要举措。

2.10. Travelogue Editing

旅游攻略编辑

Background 背景资料

编辑三亚的旅游攻略。

进行适当创作以使文章变得更为通顺、自然与优美。

受众：各个年龄层的旅游爱好者、寻求刺激和喜欢探索未知的游客

语调：亲切、坚定、热情地分享经验、对好玩事物非常熟悉的专家

请：推荐好玩的事物（包括隐藏景点和人迹罕至的地方）、巧妙运用双关语、编辑直至适用于全部类型的旅游爱好者（家庭、朋友、老年夫妇）

请勿：提及竞争者、提及喝酒、提及人人皆知的贴士、出现事实性错误

Copy to edit 需编辑的原文

水上运动

三亚聚居了黎、苗、汉、回等多个民族，是个文化多元、风景秀丽的海滨城市。然而，这个有着绝美海岸线的国际旅游城市可不止是拥有这些。如果你想感受肾上腺素的飙升，温暖的海水也许能一圆你想要寻求刺激的心。

中仁潜水俱乐部比其他潜水中心更优秀，因为它为团体和个人提供了心肺潜水培训课程。现在就预定看看吧！说不定你能和 underwater 生物一同畅游三亚。

如果你想要远离沙滩，亚特兰蒂斯水世界也提供了包括浮潜等的一系列水上运动。除此之外，园内的海豚湾、海狮乐园以及失落的空间水族馆还提供了各式各样的项目。因此，你可以放慢脚步，在园区内度过欢乐又完美的一天！

阳光、海滩与冲浪

就算你是选择入住亚龙湾的豪华酒店，还是选择下榻大东海的青年旅社，你都能在三亚不同的沙滩上留下自己独特的脚印。湛蓝的天空、清澈的海水、绵软的沙粒，在三亚的每分每秒都能让人感到心旷神怡。

- 天台私厨店外不设招牌，因此可谓十分隐蔽。推门入内，结合了中国风与田园风的装修风格顿时让人耳目一新，仿佛置身于世外桃源。和友人伴着凉风小酌两杯，你会意识到三亚的夜晚是如此美丽。

- 黄昏时分，到椰梦长廊看一场美不胜收的夕阳落日，感受一下海天一色的宁静之美。风景大道上并不设立户外遮阳伞，所以请自备雨伞和防晒霜。

My Copy 编辑后文案

多彩民族风情

三亚是一个多民族汇集的海滨城市，文化多元，风景秀丽。想象一下，你沐浴着阳光，感受着海风，尽情体验黎族的热情竹竿舞、苗族的闪耀银饰、回族的独特清真美食。。。。。。丰富的民族文化元素在这里交织成一幅五彩斑斓的画卷。

水上乐园

但三亚的魅力远不止于此，绝美海岸线更是充满惊喜。如果您想感受心跳加速的刺激，别样的水上运动将带你开启奇妙的探险之旅。

三亚是潜水天堂，你可以潜入蔚蓝深处，与大海深情对话。探索海洋的魅力，推荐从中仁潜水俱乐部启程。无论是个人挑战，还是三五好友或家人相伴探险，专业导师都能提供量身定制的水肺潜水培训课程，让你与海洋居民近距离互动。

还有激情冲浪。风头浪尖上，你踏着冲浪板，与海浪共舞。无论是初学者还是老手，都能找到适合自己的浪花。小朋友在父母陪伴下勇敢挑战第一次站立。朋友间相互鼓励，共同在海浪中划出美丽弧线。而对于摄影爱好者来说，海浪、沙滩、冲浪者，就是和谐而独特的大片。

如果想要暂时远离沙滩的喧嚣，亚特兰蒂斯水世界将是你的理想去处。来这里浮潜，与五彩缤纷的热带鱼群擦肩而过。在海豚湾、海狮乐园观看俏皮的动物表演，听孩子们的惊叹与欢笑，感受每个人脸上绽放的笑容。走进“失落的空间”水族馆，体验光影交错的梦幻水下宫殿。水世界的每一个角落都洋溢着探索、温馨和欢乐，无论是亲子家庭，还是一群好友，都可以放慢脚步，在园区内度过欢乐又完美的一天。

阳光沙滩

在三亚，不管是选择体验亚龙湾豪华酒店的尊贵服务，还是入住大东海的青年旅社寻找年轻与活力，都将与金色沙滩为邻。每一片沙滩可能风格各异，但都有自己的故事，等你来续写。阳光明媚，天空湛蓝，海水清澈，沙滩柔软，如此令人心旷神怡的美好世界里，亲子家庭欢笑奔跑，朋友们群聚、畅谈、狂欢，老年夫妇携手散步、享受惬意时光。每个人都能找到属于自己的畅快与自由。

解锁隐藏景点

如果想要避开人群，三亚也有“人迹罕至”的宝藏景点。

崖州古城始建于南北朝，是三亚历史的一块活化石，这里保存着众多古建筑，城内的一砖一瓦都历经风雨。踏上古城的土地，你立马能感受到历史的厚重和文化的底蕴。

太阳湾是三亚的秘境级景点，景色堪比美国“加州一号”公路。它深藏于亚龙湾，一侧有群山耸立，一侧是壮阔的海岸线。海水清澈湛蓝，站在沙滩上能隐约看见海底的珊瑚礁。来这里享受静谧时光，整片海岸就你一个人，沙滩上只留下你自己的脚印。

打卡美食

除了迷人的海滩和刺激的水上活动，这里的美食同样让人难以忘怀。从街头小吃到高档餐厅，三亚的美食丰富多彩。特别值得一提的是天台私厨，此处味觉“高点”由楼顶天台改建而成，是品尝当地佳肴的秘密打卡地。隐藏于街巷，外观低调，甚至没有店招。但一踏入店内，迎面而来的中式田园风让人置身于世外桃源。在这里，与家人或朋友小坐，品尝地道美食，伴着徐徐凉风，屋内美食和窗外景致相得益彰，令人沉醉。

夕阳下的幸福

吃饱喝足，已是黄昏，到椰梦长廊观赏醉美夕阳正当时。此时紫外线依然强烈，记得自备雨伞和防晒霜。漫步于风景大道，看海天一色。孩子们在欢笑玩耍，情侣相依相偎共赏落日余晖，朋友们三三两两相聚畅谈，老夫老妻悠闲地感受海风轻抚。此情此景，就算什么也不做，完全放空，依然幸福满满。

心种三亚，再见不是离别

当旅程完美落幕，带着满满的回忆离开，心中已经种下了再次探访这片幸福天堂的种子。在三亚，每一次告别都是为了更美的重逢。

Editing Strategy 编辑思路

本文的编辑，全部基于原文基础进行，保留了原文的所有意思，结合题目要求适当增加了创造性编辑。对增加修订的内容进行了必要的查证，包括2个隐藏景点崖州古城、太阳湾，民族传统文化传统，亚特兰蒂斯的娱乐项目，餐厅位于天台的位置情况，潜水课程的名称。

A. 根据题目编辑要求，增加了隐藏景点和人迹罕至的地方，即崖州古城、太阳湾，单独作为一个分类进行文案创作。

B. 原文的小标题分类不够清晰，对应关系有点混乱，小标题上的分类可能在正文中根本没有相关文案。编辑思路：

1) 开篇提到了多民族的多元文化，但是却放在《水上运动》分类标题下。编辑时单独把民族文化元素拆开。

2) 原文2个小标题都提到了海水相关的内容，有点混乱，同时标题中的冲浪没有任何相关正文。编辑时增加冲浪的文案，将潜水、亚特兰蒂斯、冲浪都放在同一个小标题分类下。

3) 原文的《阳光、海滩与冲浪》小标题分类下面放入了毫不相关的内容：天台私厨饭店，编辑时将这部分内容单独拆出来。

C. 原文的表述过于简洁，只有概括性的简介，无法引起共鸣。为了更加生动，让所有类别的游客（家庭、朋友、老年夫妇）看到文案都觉得是适合自己的景点，编辑时加入了各类游客在景点的玩乐场景描写，令读者身临其境，推动旅游消费意愿。

D. 原文提及中仁潜水俱乐部、天台私厨饭店的时候，段落间没有任何承前启后的内容，就像赤裸裸的硬广告。编辑时增加了相关类别的其它内容，然后再平滑过度到这2处名字相关的内容。

E. 根据题目编辑要求：巧妙运用双关语，不提及喝酒，推荐隐藏景点。编辑时针对天台私厨进行相关调整。

1) 双关语：“此处味觉“高点”由楼顶天台改建而成”，既指出饭店位于 楼顶天台这种高高的地方，又强调饭店菜肴味美。

2) 删掉在酒店喝酒的内容。

3) 结合酒店没有店招，在天台的基本情况，编辑时在多个句子中强调酒店的隐蔽低调，往“隐藏景点”概念靠近。

F. 没有结尾，编辑时增加收获满满地结束旅行时，已经在计划重游三亚事宜。一方面给文案收尾，同时强调三亚的美好，让人想要一再来旅游，给游客深度种草。

G. 多处遣词造句问题已经修正，也适当调整了语句的前后顺序以符合逻辑。另外原文的潜水课程“心肺潜水培训课程”，查证后修订为“水肺潜水培训课程”。