

Insoo Jeong

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I am a native Korean providing translation/transcreation service from English to Korean. As a global marketing expert, I have traveled to major cities of the world for almost 40 years, which helped me to be a global generalist. The experience and communication skills learned through this professional journey, encouraged me to start another journey as a translator, especially for the marketing related translation and transcreation. I am also a big fan of video games. In 1980, I developed a few simple computer games with Apple II computer. Today, instead of playing games, I enjoy watching the video game streaming and monitor the trend of the video games. This is another competency that I have for the translation of video games.

Work Experience

2018 ~ present Freelance Translator

In January 2018, I got a certification from International Interpretation and Translation and Association of Korea as a business English translator. I am providing translation and transcreation service to a few Korean LSPs and a few game companies.

2004 ~ 2017 Global Marketing Consulting

In 2004, I established my own company, TDM Korea Co., Ltd. and started the global marketing consulting service. I provided marketing and digitization consulting service to the hundreds of small and medium size companies in Korea. I also provided marketing consulting services to many Korean government agencies as well.

2001 ~ 2003 Global eCommerce platform development

I was hired as a CEO of Bestpolymer Co., Ltd. and developed the global plastics eCommerce market place. This was the first and largest scale Korean on-line platform for plastic materials and products transaction. With successful development and launch of the platform, Bestpolymer got an award from Korea Management Association.

1982 ~ 2000 Global Sales & Marketing

Started the professional career at Samsung Trading Co., Ltd. Trading of petroleum products was my job, and this helped me understand the basic environment of the global trading. In 1989, I joined the plastics division of General Electric. Global sales and marketing of engineering plastics was my primary responsibility.

Education and Skills

- Graduated Yonsei University with BS degree on chemical engineering
- Graduated Global Business School run by the Federation of Korean Industries
- Served as an affiliated professor at Aju Automotive College teaching global marketing.
- Using SDL Trados Studio 2019