

# XUEQIONG WU

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## EDUCATION

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### Sep 2015 – Dec 2016 **University of Bristol**

*MA in Chinese-English Translation, Distinction*

- Key modules in advanced academic English for translation skills, translation theory, applied and specialised translation(Mandarin), CAT tools and liaison Interpreting
- Dissertation: Partial translation of *Investigation into China's Leftover Women* with commentary

### Sep 2009 – Jun 2013 **Nanjing Audit University**

*BA in Teaching Chinese as a Foreign Language, 1st (overall mark 83%)*

- Key modules in language theory, literature and culture, grammar, translation, speech eloquence, business writing, international economic issues and politics
- Dissertation: A review on the Beat Generation based on *On The Road*

## WORK EXPERIENCE

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### June 2019 – present **IBT Online**

*Chinese Online Marketing Manager*

- Managing Chinese social media accounts for various clients to help develop and grow their business in China and create monthly end report for all Chinese social media activities
- English to Chinese translation for China websites or Chinese social media contents
- Content preparation & loading for various clients

### Sep 2017 – present **Destination Bristol**

*Chinese Social Media Manager*

- Managing 2 Chinese social media accounts on Weibo and WeChat in the aim of marketing Bristol tourism to Chinese-speaking audience
- Translating and/or create marketing content that tailored to Chinese audience's interests and taste as well as interacting with the followers through comments and messages
- Monitoring and analyse content views, reposts and follower growth, and generate monthly report to reflect and make improvements accordingly
- Demonstrating great insight and skills in social media marketing as well as multiple essential IT skills

### June 2017 – present **Trainline**

*Localisation Linguist (Chinese)*

- Key responsibilities include reviewing and proofreading existing translations, translating a variety of documents on request and communicating with localisation managers to discuss better solutions for certain translations
- Enhanced my translation skills in website localisation and proven to be a great multitasker and bilingual linguist

**June 2016 – Present**      **Burges Salmon LLP**

*Part-time Mandarin Tutor*

- Teaching lunch-time language learning session at the firm, covering both basic level classes and advanced lessons
- Demonstrated distinctive language teaching and consulting skills, great insights on cultural exchanges and strong commercial sense

**Dec 2017 – Aug 2018**      **CurrentBody.com Ltd.**

*Chinese Social Media Marketer & Linguist*

- Managing the company's official Chinese social media accounts on daily basis and create monthly analysis reports on the accounts' activities
- Working with the company's marketing team on essential marketing strategies tailored for specific market and audience
- Proofreading and translating marketing contents when requested

**May 2016 – May 2017**      **Bristol China Partnership Ltd. (Bristol & West of England China Bureau)**

*Project Coordinator & Social Media/Online Marketer*

- Working with Bristol China Partnership and Destination Bristol on the "Net-friend" Project for promoting the culture, tourism and business of the city to Chinese audience
- Responsible for social media account management, liaison with Chinese delegations as well as required translation, interpreting and localisation
- Showed promising skills in project management, marketing and event organising, as well as proficiency in cross-cultural and liaison communication

**Jul 2016 – May 2017**      **University of Bristol**

*Student marketing and Student Ambassador*

- Responsible for A-Level confirmation, clearings and adjustments; contacting prospective students, answering their queries, and sharing my own experience of the university with them
- Demonstrated satisfying customer service and teamwork skills

**May 2013 – April 2015**      **Confucius Institute Headquarters, Thailand sector**

*Chinese & Bilingual Teacher*

- Worked in the bilingual programs of Thai secondary schools and taught Thai teenagers (11-18) Chinese language and culture
- Showed excellent cross-cultural communication and research skills and adaptability to work in multicultural environment

## **AWARDS & PROFESSIONAL ORGANISATIONS**

- Associate Member (ACIL) of Chartered Institute of Linguists and member of ITI WRG
- Bristol PLUS Award (employability award) from University of Bristol Career Service

## **SKILLS & INTERESTS**

**CHARTEREDINSTITUTE OF LINGUISTS**

Supporting and developing  
language professionals worldwide

**Languages:** native in Mandarin Chinese, bilingual level of proficiency in English and basic in German (A1) & Thai

**IT Skills:** Proficient with Microsoft Office package and CAT tools (*certified in SDL Trados*)

