

TSENG, WEN-YI

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EDUCATION

MA Comparative Literature | University College London (Distinction) Sept 21– Sep 22

- Thesis (Distinction): ‘Space, Memory and a Sense of Place in Postcolonial Cities: A Comparison of Glenn Patterson’s *That Which Was* and Hu Shu-wen’s *The Sun Bleeds Black*’
- Coursework in Literary Cartography, Postcolonial Theory, Topics in Cultural Studies: City

BA Foreign Languages and Literatures | National Taiwan University (GPA 4.04 out of 4.3) Sept 15 – Jun 20

- Coursework in Linguistics, 20th Century Literature, Victorian Literature, Medieval Literature, European Literature Since 1800, Modern Migration and Border-crossing, International Relations History, Postcolonial Studies: Representing Transitions

BS Psychology | National Taiwan University

- Coursework in Statistics, Psychological Testing, Human Learning and Cognition, Perceptual Psychology, Abnormal Psychology, Social Psychology, Personality Psychology, Developmental Psychology, Neuroscience, Sociology

Chinese-English Translation and Interpretation Program | National Taiwan University

- Coursework in Consecutive Interpretation, Simultaneous Interpretation, Poetry Translation, Court Interpretation, Medical English

WORK EXPERIENCE

Digital Marketing Specialist | Taipei Digital, Taipei, Taiwan Mar 2024 – present

Content Marketing and Copywriting: lead content creation and provide editorial oversight to build a cohesive and culturally tailored brand identity across markets with copy that resonates with diverse audiences

- Develop and execute comprehensive content marketing strategies for the Taiwanese and Japanese branches in Chinese, English, and Japanese, including official websites, purpose and mission statements, brand stories, product descriptions, etc.
- Oversee the creation of social media posts and website content in Chinese, English, and Japanese, driving a significant increase in user engagement on the company’s social media platforms within three months
- Develop taglines, slogans, and body copy for advertising campaigns promoting the company’s digital products

Corporate Communications: craft success stories and news releases to enhance corporate image and increase brand visibility

- Authored a success story about a social media management case, featured by the renowned social media platform LINE as a highlight article for Q3 2024

Japanese Branch: lead a team of three and supervise all content-related efforts for the launch of the Japanese branch

- Translate documents and localise digital products for the Japanese market
- Develop and adapt copy for the new branch and its products, tailored to the Japanese audience

Key Products:

- ToDate (a web-based software for restaurant reservation management targeting small restaurant owners)
 1. As the product manager, executed market, competitor, and consumer research; planned additional features; optimised the user interface; performed UX writing; and developed marketing and financial plans
 2. Localise the software and create copy for Japanese and English users
- Corporate AI (an on-premise generative AI system for managing corporate knowledge and educating employees)
 1. Planned and developed website content and promotional slogans
- Mentor (an AI-powered, web-based advertising platform that integrates multiple social media channels)
 1. Managed social media posts, email campaigns, and website content in Japanese and Chinese
 2. Organised events, including online and in-person workshops, to support outreach and engagement
 3. Collaborated with a team of three to localise the software and its user manuals for the Japanese market

Game Writer | Anzir, Sydney, Australia Jul 2024 – present

- Design scripted role-play games with engaging storylines and believable characters that drive player immersion

Interpreter | WORD360, London, UK Mar – Aug 2023

- Interpreted between English and Chinese for the NHS, charities and local authorities by phone

Translator | Amnesty International Taiwan, Taipei, Taiwan

Jun – Aug 2021

- Translated articles, video subtitles, and human rights reports while meeting tight deadlines
- Edited and proofread translated materials to ensure accuracy, clarity, and adherence to the style guide

Operation Intern | National Centre of Photography and Images, Taipei, Taiwan

Apr – Jun 2021

- Supported museum operations and activities including retail management, event organisation, and customer service
- Translated and proofread marketing materials, news releases, and newsletters for the English audience, ensuring professionalism

Translation Intern | Up Media, Taipei, Taiwan

Sept 19 – Jan 20

- Translated commentaries by prominent political leaders, activists, and scholars on Project Syndicate from English to Chinese
- Edited and proofread translations in attention to the linguistic registers and contextual nuances for the target audience

World News Writer Intern | International News Centre, United Daily News, Taipei, Taiwan

Aug 2019

- Translated news articles on various topics from English to Chinese to meet daily deadlines
- Conducted research and fact-checking to ensure the accuracy and credibility of information
- Edited and proofread news stories to ensure clarity and adherence to editorial standards

Freelance Translator

May 2019

- Translated the preface of the fantasy novel *Truest Colour* from English to Chinese

AWARDS AND ACHIEVEMENTS

‘Impact of Social Acceleration on Taiwanese Youth: World Weariness and Black Humour in Luo Shi-ting’s *Pulp Fiction*’

Jun 2022

- Paper presented at the 44th Annual Comparative Literature Association of the Republic of China Convention 2022 ‘Speed Shambles’ at National Taiwan Normal University (online), Taipei, Taiwan.

‘Historical Atrocities Beyond the Past: The Narrative of the White Terror in “*It’s time for it to be time*”: Selected Fiction of the White Terror in Taiwan’

Jan 2021

- Paper presented at 2022 Situations: International Conference for Graduate Students ‘Antagonism in Asia: The Fault-lines of Conflict in an Interdependent World’ at Yonsei University (online), Seoul, Korea. Won the Best Paper Award.

***Passages: Thirteen Contemporary Taiwan Poets* | NTU Creative Writing Translation Workshop**

Feb – Jul 2019

- Participated in the translation of *Passages: Thirteen Contemporary Taiwan Poets* under the supervision of George O’Connell and Diana Shi at the NTU Creative Writing Translation Workshop: Contemporary Taiwan Poetry.

LANGUAGES AND SKILLS

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|--------------------------------------------------------|------------------------------------------------------|-------------------------------------------------|---------------------------------------------------------|
| • Mandarin/Chinese
Native, simplified & traditional | • Office tools
Microsoft Office, Google Workspace | • Copywriting | • Researching and fact-checking |
| • English (IELTS 8.5)
Professional proficiency | • CAT tools
Trados Studio, Déjà Vu X3 | • UX writing | • Product and project management |
| • Japanese (JLPT N1)
Professional proficiency | • Marketing tools
Similarweb, KEYPO | • SEO writing | • Time management |
| | • Project management tools
Notion | • Editing and proofreading
Copyediting marks | • Creative writing and storytelling
Films, animation |
| | • Screenwriting tools
Final Draft | • Translating | • Narrative design
Games |
| | • AI tools
ChatGPT, Midjourney | • Interpreting
Consecutive, simultaneous | • Journalism |