



Jiaojiao Li

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PERSONAL INFORMATION

- Date of Birth: 02/18/1991
- Gender: Female
- Nationality: CHINA

PROFESSIONAL SUMMARY

I'm good at literary translation and subtitle translation (English-Chinese simplified) and familiar with topics of spirituality, quantum physics, and other types of scientific educational materials.

I can translate 2000~4000 words per day (English-Chinese simplified) and transcribe and translate 40~50 minutes per day (English to Chinese simplified) with 95% accuracy, including proofreading and embedding English and Chinese transcripts into the video.

SKILLS

- English-Chinese Translation
- Subtitle Translation
- Subtitling
- Literary Translation
- Business Translation
- Digital Marketing
- Google Ads
- Campaign Planning
- SEM

WORK HISTORY

SENIOR DIGITAL MARKETING CONSULTANT

12/2020 to 10/2023

TDCX (MY) Sdn. Bhd. | Kuala Lumpur, Malaysia

- Account strategist for Google Onboarding Kickstart project, offering account optimization service and campaign builds for Google Ads advertisers.
- Created and delivered innovative, strategic marketing programs for clients.
- Discussed SEO needs and optimized strategies for short- and long-term campaigns.
- Provided weekly updates on digital marketing campaigns to clients, discussing strategic initiatives, and methods for improvement.
- Developed digital marketing strategies by creating and implementing plans to reach and engage target audiences.

GOOGLE ADS ONLINE SPECIALIST

11/2019 to 12/2020

TDCX (MY) Sdn. Bhd. | Kuala Lumpur, Malaysia

- Provided customer support service for customers using Google products: Google AdWords, Google Analytics, AdSense, YouTube ads, Gmail ads, and Google Merchant Center.
- Corresponded with online customers to address questions or complaints about products and policies.
- Managed customer service inquiries and complaints for customer satisfaction.
- Responded to customer issues and resolved complaints by leveraging expert knowledge.

GOOGLE ADWORDS SUBJECT MATTER EXPERT

11/2018 to 11/2019

Teledirect Telecommerce Sdn Bhd | Kuala Lumpur, Malaysia

- Assisted our customer support team in resolving difficult product issues related to Google AdWords, Google Analytics, and Google Merchant Center.
- Supported teams in the continuous delivery of quality products and services, enhancing usage and introducing new features.
- Analyzed business problems, identifying root causes and developing robust solutions.
- Facilitated product development with the implementation of standard best practices.

GOOGLE ADWORDS ONLINE SPECIALIST*09/2015 to 11/2018***Teledirect Telecommerce Sdn Bhd | Kuala Lumpur, Malaysia**

- Provided customer support service for customers using Google AdWords, Google Analytics, and Google Merchant Center.
- Responded to customer issues and resolved complaints by leveraging expert knowledge.
- Managed customer service inquiries and complaints for customer satisfaction.
- Corresponded with customers to address questions or complaints about products and policies.

ENGLISH TRANSLATOR*10/2013 to 03/2015***SE Translation & Interpreting Studio | Guangzhou, China**

- Translated business articles, EST articles, papers, dissertations, and other articles from Chinese to English.
- Translated subtitles of automobile testing videos from English to Chinese.
- Translated and published Group Psychology and the Analysis of the Ego by Sigmund Freud from English to Chinese.
- Participated in the project of Sino-Singapore Knowledge City.

ENGLISH INTERPRETER*10/2014 to 10/2014***Consulate General of Mexico in Guangzhou | Guangzhou, China**

- Worked as an interpreter at the booth of Queretaro State Government in Mexico Pavilion, introducing local industries and products of Queretaro to visitors.
- Succeeded in establishing international cooperation between local industries and the government of Queretaro and their Chinese counterparts by interpreting for them.
- Was issued an internship certificate by the Consulate General of Mexico in Guangzhou.

ENGLISH INTERPRETER*04/2014 to 04/2014***GuanRi Translation Co., Ltd. | Guangzhou, China**

- Accomplished the business negotiation and cooperation between Green Sun Power (a top 50 company in Dubai) and Shenzhen Wanyelong Industry by interpreting for them.
- Provided interpreting service for the chairman of Green Sun Power at Canton Fair.

- Succeeded in establishing a long-term cooperative and friendly relationship between Green Sun Power and Shenzhen Wanyelong Industry.

EDUCATION

Master of Arts | English Interpreting & Translation 06/2015

Guangdong University of Foreign Studies, Guangzhou, China

- Internship: [English Interpreter], [Consulate General of Mexico in Guangzhou], Completed [2014]
- Thesis Statement: [A Report on Interpreting of Car Reviews in Automobile Testing Videos: From the Perspective of Listening Barriers]

Bachelor of Arts | English Education 06/2013

City College of Southwest University of Science And Technology, Mianyang, China

- Member of ["The Club" Music Association], [2010] to [2011]
- [President], ["The Club" Music Association], [2010] to [2011]

CERTIFICATIONS

- Google AdWords
- Google Analytics
- AdWords Fundamentals
- Search Advertising
- Display Advertising
- Mobile Advertising
- Video Advertising
- Shopping Advertising
- EFSET 62 Advanced (CEFR C1)
- Teacher Qualification Certification
- Mandarin Proficiency Certificate
- TEM 8
- TEM 4
- CET6
- CET4

