

SHUTING LI

LOCALIZATION TRANSLATOR

Contacts

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Location

Hangzhou, Zhejiang, China

Education

2013-2017 | Bachelor of Arts in English
Hangzhou City University



EXPERIENCES

Localization Specialist

2022 - 2024 | Droidhen Games

2024 - Present | FT Games

Key Projects

Under NDA

Achievements

- Successfully completed localization for full contents of *many* game projects
- Played a key role in Language Quality Assurance for a famous D&D game managing a significant portion of the translation workload

Localization & Text Processing

Oversaw the localization process, ensuring quality translation and proofreading of game content and marketing materials for English versions
Managed content delivery and quality control

Project Management

Collaborated in team efforts to optimize game localization and timely content updates, maintaining strict adherence to project timelines

ABOUT ME

I am a multifaceted professional with expertise in localization, project management, and game operations. My experience spans across diverse aspects of the gaming industry, from ensuring quality translations and content delivery to leading robust marketing and user engagement strategies.

I am capable of orchestrating effective project management and team collaboration, consistently delivering timely and high-quality outcomes.

I aim to leverage my diverse skill set in a dynamic environment where I can drive impactful user engagement and contribute to the success of cutting-edge gaming products.

PROFESSIONAL SKILLS

- Mandarin Chinese (Native)
- English (Proficient)
- Japanese (Fluent)
- Korean, French (Basic)
- TEM-8
- JLPT-N2
- Volume of translation: >2,200,000 words

Game Operations & User Engagement

Led online promotion and operation of game products, focusing on player experience, inquiry resolution, and anomaly management to boost player engagement and spending

User Acquisition & Community Management

Successfully drove user expansion through targeted content planning on social media platforms like Discord and Facebook. Achieved significant milestones, such as attaining 10 million pre-registrations for a new game within a month

Event Management & Marketing

Designed and executed marketing events to enhance user behavior and performance metrics, contributing to scalable business growth and increased game revenue

Operational Analysis & Strategy

Conducted competitive analysis and sales data evaluation to refine promotional strategies, ensuring maximized profitability

Customer Service Excellence

Provided comprehensive player support, including data management and proactive engagement, enhancing overall user experience

Middle School English Teacher

2018 - 2022 | Shaxi Middle School
(Establishment) | Mingxi, Fujian, China

- Spearheaded the management and planning of teaching projects
- Independently delivered English teaching across multiple grade levels
- Led classes that were consistently ranked at the top in the county

WORKPLACE SKILLS

Learning Ability

I possess a strong capability to learn and adapt to new tasks, demonstrating rapid skill acquisition from beginner to proficient levels. This ability is backed by multiple experiences of practical growth from scratch.

Execution Skills

I am proficient in information retrieval and integration, coupled with a proactive approach to implementing ideas into action. Experienced in managing multiple projects simultaneously, effectively integrating and deploying personal time, abilities, and resources to successfully meet work requirements.

Comprehensive Skills

I am equipped with excellent customer communication and relationship management skills. Skilled in analyzing and synthesizing information, with a keen sensitivity to customer perspectives and product experience. This includes an acute awareness of product development directions and market trends.

FREELANCE ENGAGEMENTS

NetEase-ran Confidential Project – Customer Service

- Managed operational requirements for the game, responsible for in-game player communication and operational support.
- Due to exceptional performance, received a 20% salary increase within two months.

Funplus – Game GM and Project Support

- Maintained in-game atmosphere and guided the game's direction.
- Collected user feedback and implemented operational strategies to increase game project revenue.

REFERENCES

Available upon request