



Mulyadi Subali

Sworn & Certified Indonesian Translator, Interpreter

SUMMARY

Sworn & Certified Indonesian Translator, Interpreter and Multilingual Translation and Localization Specialist with 20+ years' experience in translation, transcreation, editing, proofreading, and glossary and style guide development. Lead end-to-end localization and project management using CAT tools and SEO-focused content, increasing translation throughput over threefold and boosting online story output by 70% through Google Analytics and digital analytics insights.

WORK EXPERIENCE

Translator & Interpreter | FREELANCE

Bandung, Indonesia | Jun 2015 - Present

- Deliver English-Indonesian translation, transcreation, and localization for marketing, investment, and cryptocurrency content, strengthening brand-consistent messaging and achieving 95%+ client satisfaction on tone and style alignment.
- Manage end-to-end translation projects, coordinating timelines and quality checks to consistently meet 100% of client expectations and tight deadlines across 50+ monthly assignments.
- Leverage CAT tools, custom glossaries, and style guides to drive consistency, boosting translation accuracy by 30% and enabling scalable workflows for high-volume multilingual projects.
- Edit and proofread high-volume content to refine clarity, terminology, and SEO-focused wording, increasing organic click-through rates by up to 20% on online platforms.
- Conduct targeted research to accurately adapt complex financial and technical concepts for Indonesian and global audiences, reducing terminology-related revisions by 40%.
- Optimize Google Business Profile listings and Google Ads copy using SEO and digital analytics insights to improve local search visibility, increasing profile views and ad engagement by 25%.

Language Lead | TOYOTA MOTOR ASIA PACIFIC – ENGINEERING AND MANUFACTURING

Bangkok, Thailand | Feb 2015 - Jun 2015

- Supported MQP Team by localizing quality control manuals, improving clarity and usability for multilingual manufacturing operations.
- Coordinated glossary development with language specialists, aligning terminology across languages and reducing ambiguity in technical documentation.
- Established a localization system and terminology database, increasing translation throughput by more than threefold.

Language Lead | FORD MOTOR COMPANY

Bangkok, Thailand | Apr 2010 - Dec 2013

- Boosted and edited stories for internal magazines and online publications, increasing brand achievement visibility in the Indonesian

PERSONAL INFORMATION

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Bandung, Indonesia

SKILLS

- **Core Translation & Localization Skills:** Translation, Transcreation, Localization, Editing, Proofreading, Glossary development, Style guide creation, CAT tools
- **Content & Marketing Skills:** Copywriting, Content writing, SEO, Google My Business, Google Web Designer, Google Ads, Google Analytics, Digital analytics, Social media coordination, Power searching
- **Project & Research Skills:** Project management, Research, Investigative interviewing
- **Education & Development Skills:** Curriculum development, Teaching, Financial planning

EDUCATION

Bachelor's in Economics |
Sekolah Tinggi Ilmu Ekonomi
Bandung
Bandung, Indonesia, Jan 2000

Diploma in English | Sekolah
Tinggi Bahasa Asing Yapari
Bandung, Indonesia, Jan 1999

- Graduated Cum Laude

CERTIFICATIONS

Registered Financial Planner® | Financial Planning Standards Board Indonesia Jan 2023

- Registered Financial Planner® certification.

SEO Manager | Blue Array Academy Jan 2020

- SEO Manager certification.

SEO Fundamentals | SEMrush Jan 2019

- SEO Fundamentals certification.

Google My Business Basics | Google Jan 2018

- Google Business Basics certification.

Google Web Designer Basics | Google Jan 2018

- Google Web Designer Basics certification.

Google Adwords Fundamentals | Google Jan 2018

- Google Adwords Fundamentals certification.

Google Analytics Platform Principles | Google Jan 2014

- Google Analytics Platform Principles certification.

Digital Analytics Fundamentals | Google Jan 2013

- Digital Analytics Fundamentals certification.

Power Searching | Google Jan 2012

- market and driving a 25% rise in internal readership.
- Orchestrated social media communication to ensure timely event coverage and consistent messaging, increasing engagement rates by 35% across channels.
- Optimized localized media releases and fact sheets, aligning content with local audiences while preserving global brand voice, which improved local media pickup by 20%.
- Increased output of original online stories by 70%, with over 40% featured as top stories.

Language Lead | WORLD BANK

Jakarta, Indonesia | Mar 2007 – Dec 2009

- Engineered a translation system integrating translation, editing, and proofreading steps, cutting publication turnaround time by 35% and enabling delivery of 50+ projects monthly.
- Developed translation style guides and glossaries, boosting linguistic consistency by 40% and reducing revision cycles for institutional publications by 25%.
- Embedded localization into the broader communication workflow, improving cross-team coordination and increasing on-time stakeholder approvals by 30%.
- Managed project pipeline by selecting, assigning, and reviewing translators, maintaining 98% on-time delivery and achieving a 20% decrease in quality-related rework.

Language Lead | UNITED OVERSEAS BANK

Jakarta, Indonesia | Mar 2006 – Feb 2007

- Localized over 500 releases, reports, and internal communications for banking and finance audiences, reducing financial terminology errors by 30% and maintaining accurate sector-specific language.
- Developed and maintained banking and finance glossaries of 2,000+ terms, ensuring 95% consistency in terminology usage across all communications.
- Aligned localized financial content with regulatory and compliance requirements for 8+ banking markets, preventing compliance issues and supporting 100% audit-ready documentation.

Language Lead | QTRANSLATION

Bangkok, Thailand | Jan 2002 – Apr 2004

- Managed multilingual translation projects, increasing on-time delivery by 20% while overseeing translation, editing, and proofreading for diverse subject matter.
- Coordinated internal and external linguists to meet 98% of project timelines, quality standards, and client requirements across 25+ languages.
- Implemented terminology consistency using translation memories and glossaries, reducing terminology errors by 30% for technical, legal, and marketing content.
- Monitored quality metrics, resolved linguistic issues, and incorporated client feedback, improving client satisfaction scores by 15% on future project outcomes.

Copywriter | ADPARTNER

- Power Searching certification.

**Certified PRO Network as
English to Indonesian
Translator | ProZ
Jan 2009**

- Certified PRO Network as English to Indonesian Translator.

**Translation Editing Training |
Universitas Indonesia
Jan 2009**

- Translation Editing Training.

**Indonesian to English Sworn
Translator for Legal Document
| Decree of Governor of DKI
Jakarta No. 1690/2007
Jan 2007**

- Sworn Translator for Legal Document.

**Indonesian to English
Translator for Legal Document
| Universitas Indonesia
Jan 2007**

- Translator for Legal Document.

**English to Indonesian
Translator for Legal Document
| Universitas Indonesia
Jan 2007**

- Translator for Legal Document.

Jakarta, Indonesia | Oct 2000 - Dec 2001

- Developed advertising concepts, headlines, and body copy that clarified key messages and increased campaign click-through rates by 22% across multiple channels.
- Collaborated with design teams to align visual elements with messaging, improving brand consistency scores by 30% in post-campaign audits.
- Tested alternative headlines and calls-to-action, boosting engagement by 18% and improving response rates by 12% through structured A/B experiments.
- Adapted copy for print, digital, social, and email formats while maintaining brand voice consistency, raising audience retention by 15% across platforms.

Journalist | PERSPEKTIF MEDIA MANDIRI

Jakarta, Indonesia | Aug 2000 - Mar 2001

- Produced in-depth research and investigative interviews to deliver 100+ objective, balanced financial and mutual fund articles, increasing online readership by 25% year-over-year.
- Published and distributed weekly reports on Indonesia's mutual fund industry, improving financial planners' data-driven decision-making efficiency by 30% and informing strategies for portfolios exceeding \$50M AUM.
- Delivered investigative reports exposing problematic mutual funds and fund managers, prompting regulatory reviews on at least 10 products and measurably improving market transparency indicators by 15%.

**English Instructor | LEMBAGA BAHASA DAN PENDIDIKAN
PROFESI (LBPP) LIA**

Bandung, Indonesia | Jan 1995 - Dec 1997

- Designed English lesson plans aligned with curriculum requirements, integrating translation and content writing exercises that increased average test scores by 18% across classes of 25–30 students.
- Taught classes using interactive methods, strengthening learners' practical communication and writing skills and improving overall course pass rates by 22% over two academic terms.
- Mentored learners who later became top-performing students in language proficiency evaluations, achieving a 90% success rate in advancing at least one proficiency level per semester.