|  |
| --- |
| **Phone: +91 9868082834 /9958876004/9311182834**  **Email:** [**atia.imam@gmail.com**](mailto:atia.imam@gmail.com)  **Address: H 29 3rd Floor, Lajpat Nagar 1, New Delhi , India - 24**  **Skype: atia2k** |

**Atia Imam**

**Native language: English, Hindi, Urdu**

**Objective**

**I am driven and motivated to pursue a challenging career using multidisciplinary skills of management and leadership and utilize my experience and exposure of 20 years in market research and service industry i.e.**

**Social Media Moderation, Market Research and Analytics, Linguistic Testing and Validation, Research and Business Consulting, Translation, Transcreation, I18n, L10n, G11n, Smoke Testing, Beta Testing,** e**xperience with Lithium, Salesforce and other community management tools.**

**Subtitle QC, Advertising Copies, Cultural Consultation, Editing, Review and Interpretation**

**Core Competencies –**

**Feasibility Study, Market Research reports, Business Plans, LQA's, MTPE, Lexicon, Linguistic Review, Transcreation, Closed captioning, Caption QC’ing (Netflix, Apple Music), App localization, Devanagari to Latin transliterations of phrases to improve machine translation for Google, Customer Service, Business development and strategy formation, Team handling, Voice & Accent/Soft skill Training,** **working knowledge of Lithium-based community platforms, Process Training, Call Quality Analysis, Quality Management, Project management, Primary and Secondary Research.**

**About Me**

I am a published market research report writer and highly professional independent contractor with demonstrated expertise in Business Consulting, Market Research, Translation, Linguistic Review and Interpretation.

* Exceptional communication skills with the ability to positively interact with a diverse mix of customers, clientele and colleagues
* Well versed in applying professional and cultural strategies to provide flawless results
* Outstanding organizational, time management and problem-solving skills; strategically prioritize projects and expediently resolve problems to ensure optimal productivity
* Competent in working independently and collaborating with a team to produce desired results
* Exhibit outstanding technical skills with ability to adapt quickly to new technologies and situations
* Adept at using Worldserver, Memoq, Smartling, Passolo, Alchemy Catalyst, QTerm, SDL Studio, Trados 2011
* Adept at working on Lithium-based community platforms such as Asana, Slack and Quip

**May 2018- Present - Working as a Community Moderator for Facebook thru Spredfast (Khoros)**

**Monitoring and managing customers’ brands across all major social networks and actively mine social conversations for relevant information and opportunities to engage. My efforts are concentrated in localizing campaigns and replying to FB user comments on FB India page on a daily basis. Independently identify and execute qualified 1:1 and 1: many engagements with audiences across platforms. Working with the client team to plan, develop, forecast, and report for all social media marketing programs.**

Social Media:

•Facilitate conversations and engage online with different communities.

•Develop and expand community and/or influencer outreach efforts.

•Oversee design of ads, landing pages, thumbnails, social media profiles, etc.

•Design, create and manage promotions and campaigns.

•Reviewing content, moderating messages and photos to align with FB policies

•Analyze key metrics, tweak strategy as needed, and compile reports.

•Collect and analyze information from multiple data sources, ensuring data is reliable, using technical expertise and tolls to uncover insights, statistics and trends

Content Production and Publication:

•Develop tailored content for different platforms to reach Facebook’s diverse audience.

•Copywriting and editing.

•Experience working in an enterprise environment with remote teams.

•Working operational knowledge and understanding of online community platform moderation tools (Forums, Blogs, Photo Uploads, Commenting etc.).

•Communicating with global team thru Quip and Slack

•Sending weekly reports to Australian headquarter

•Discuss campaigns on conference calls every week

•Sweep the internet for the best content relating to the industry

•Brainstorm ideas for content that is appealing to target audience

•Communicate with our Content Creators to ensure that ideas are properly converted into shareable content

•Monitor discussions, posts, and comments across multiple Facebook pages and other social media channels

•Analyze data to discover new ways to increase engagement and traffic

•Communicate and work with other teams to implement these new methods

•Scheduling and publish content on Facebook’s different social media and digital platforms (including but not limited to videos and news articles)

**May 2019 - Working as a Hindi Language Lead with Netflix thru Lionbridge**

* Provide cultural & linguistic consultancy, localization advocacy, and influence other teams at Netflix (in the region and the US) in order to deliver the best possible user experience to Indian members.
* Define linguistic standards across the whole localized user experience (product and content), including supporting the development of style guides, glossaries, tone and voice of Netflix product and content in India in Hindi as well as English-India.
* Continue to develop and drive the best language variant approach for promotion/marketing and other UI content
* Drive the Indian language strategy for the localized product experience in India, using localization vendors and creative agencies - by building, training and maintaining translation and review teams for the market.
* Focus on regional product initiatives and customizations, proactively engage with internal and regional stakeholders to create an optimized and consistent local user experience and ecosystem
* Proactively engage with relevant regional stakeholders (e.g. Marketing, PR, Social, Content) for additional context and insights on high visibility titles and to define the best creative and linguistic approach for top priority content.

**May 2018- Present - Working as English-Hindi and En-US-En-In Localization Reviewer for Amazon Worldwide thru Lionbridge**

**I am responsible for reviewing English-India (EN-IN) and Hindi translations for consistency in quality and fill MQM scorecard. I work on Amazon’s ATMS online tool and get to work on variety of content types (UI, Help Center and Marketing) and provide independent quality check post translation.**

**January 2019 - Working as a Hindi Language Manager with Lilt (heading Canva localization and testing)**

* Creating and setting the standard for test. Creating style guide and glossary.
* Hiring and training of translators and providing Feedback based after conducting QA on multiple projects every month.
* Ensure correct project allocation based on linguistic capability and team capacity and thereby ensuring deadline oriented delivery.

**May 2018- June 2019 - Hindi Localization Reviewer for Facebook thru Moravia**

**As a 3rd party reviewer I act as an extension of FB Linguistic Services department in order to be able to review a range of content types (UI, Help Center and Marketing contents) and provide independent quality check post translation.**

**March 2019- Present - Working as a English- Hindi and English-US-English-India Localization Reviewer for Indeed thru Chillitech.ie**

**Creating voice and tone for Indian audience by localizing indeed marketing mailers, website and other content. Responsible for Style guide, glossary and QA testing.**

**Dec 2018- Present - Working as a English- Hindi QCer with VSI for Amazon, Netflix, Google and Facebook Video**

**Feb 2018- Jan 2019 – Worked as a Hindi Localization Specialist and Community Moderator with Quora Inc**

**Creation of Hindi language guide and product glossary to match the tone, style, and voice of the Quora’s product while being culturally localized to India. Building the Quora site from scratch UI to content building.**

**Working with outside vendors to fully translate the Quora interface to Hindi, ensuring high quality and consistency to create a native experience for users, reviewing the content being delivered by vendor partners.**

**Translating and copywriting long-form and short form content from English into Hindi, including marketing content, blog posts, and user support answers.**

**Interfacing with users to collect language feedback and responding accordingly. Translating and adapting content moderation policies into Hindi, and advising internal teams on systems to enforce those policies. Advising internal development teams on adapting the product interface to Hindi as necessary and integration of new translation platforms and technology.**

**May 2016- Present - Working as a Hindi QA Tester (Hindi editorial support team) Lead with Tumblr Inc**

**My responsibility involves –**

**Localization of the whole content of Tumblr from scratch. Editing and proofreading various content ranging from UI to editorials for Tumblr Web Content, iOS, Android, UI, Help Content and also creating and updating the content for Tumblr Blog. Executing LQAs and on-device testing on iOS and Android. Identifying bugs and helping engineering team to resolve it. Glossary Creation, Maintenance and Style Guide Review. Co-coordinating with global team spread across geographies to keep the social networking site Tumblr up and running. This also translates into taking consumers feedback, complaints and suggestions in perspective and working alongside to keep the functional business stakeholders satisfied.**

* Tested web, mobile based and Salesforce (S1) Mobile app of the leading Salesforce.com apps management app for building a results-driven culture with social goals, real-time feedback, recognition, and continuous dialogue into the cloud.
* Involved in Performance testing.
* Running LoadRunner scripts and monitoring results.
* Conducted browser compatibility testing on Windows XP and Windows 7 & 8, Mac OSX, Chrome OS platforms using Internet Explorer/Firefox/Safari/Google Chrome/Good Access browsers and in VM Ware environment
* Experienced in installing builds from Test Flight and Hockeyapp on different mobile devices, set up test environments and configure app settings for testing.
* Developed, reviewed and executed Test Plan, Test Scenarios, User Stories, test cases for new features, worked with developers to understand the changes, updated outdated test cases based on changed functionality; helped with the department Wiki documentation.
* Researched business and technical requirements to understand the product and it’s features.
* Identified and reported mismatches in strings/text defects and verified fixes.
* Maintain and track the tasks, reports, user stories, bug defects etc. in Tumblr internal bug tracking system.
* Handlign time to time Android and iOS Smoke testing and beta testing.
* Performed localization testing and linguistic verification for consumer websites on the web and mob UI, proofread, quality check of the relevant content.
* Completed daily smoke tests, regression testing, functionality, accessibility, compatibility, end-to-end, integration testing duties.
* Worked with multiple teams globally in very fast paced agile environment: Sales cloud , Okta, Slack, Basecamp, Asana and Calendar.
* Participate in daily scrums, team meetings and discussions, sprint reviews, walk-through, bug-triage, story-time, Release planning

**Jan- 2018-Present - Gengo (**[www.gengo.com](http://www.gengo.com)**) – Language Manager Hindi**

**Working directly with Localization Project Managers (LPM) and content creators to ship the best localized experiences to our esteemed global clients. Own and drive localization initiatives and processes in local market to support the localization. Collaborating with localization program managers, localization vendors, quality assurance engineers and tool development teams to ensure expected linguistic quality.**

**Test Creation**

**Style Guide Creation**

**UI Localization, Source content analysis (Budgeting)**

**Test Evaluation**

**Hiring translators**

**Elimination of translators failing quality parameters**

**Project specific Liaisons with client and Project Management Team**

**Onboarding Translators**

**Translation and reviews (mainly reviews)**

**Translator Training and feedback**

**Language quality audits**

**Terminology/glossary maintenance**

**Style Guides**

**Translation instructions and process**

**Update of reference material/cross reference material for consistency needs**

**Investigating client language review feedback and linguistic rebuttals**

**Assist with TM management and Multiterm databases**

**Troubleshoot linguistic and TM related issues that arise**

**Answering language specific queries for individual projects**

**Assist with potential new client test translations (Amazon)**

**Create test kits for new language partner recruitment**

**Suggesting and supporting internal/external tools group with linguistic related queries (bridging gap between translators)**

**Provide training to internal teams and language partners**

**Providing 24/7 support to Internal client (translators) and External clients**

**Gamescribes - Language Specialist Hindi – 2015-Present**

**Translating, testing and proofreading various apps and games**

* **Barbie Blast**
* **Barbie Fashion Closet**
* **Troll and I**
* **QwikMatch**
* **Gold Club 2**
* **Roller Coater Tycoon**
* **The Aristocrat**
* **Barbie Sparkle Blast**
* **Mobile Library**
* **Spider Solitaire**
* **Freecell**

**February 2017- Present - Working as a Post Processing Language Specialist with Pixelogic Media**

**Responsible for the evaluation of translated audio and subtitle files and to report error patterns and root cause analysis to improve post processing workflows.**

**Review language style guides to recommend language specific checks for our quality control process and to facilitate our R&D team for possible automated checks.**

**Reviewed Captions for following Series**

**Fox Documentaries**

**Planet of Apps (Apple Music)**

**Blue Blood**

**CSI Miami**

**Clive Davis (Apple)**

**Visions of Harmony (Apple)**

**The Bert Berns Story (Apple)**

**Augusta Camp (Apple)**

**Jan - 2012- July 2015 - Google Linguistic Reviewer for VistaTEC, Ireland.**

**My responsibility includes - Review and audit the content (UI, Help, Marketing materials, Legal, etc.) translated by agencies.**

**- End to end localisation project management support**

**- Monitoring and communication of quality and costs related project risks and issues in a timely manner**

**- Liaise with external vendors and translators and internal stakeholders on project planning and execution**

**- Create and execute linguistic QA plans; develop quality assurance processes**

**- Create and maintain internal documentation to improve and ensure efficiency of localisation projects & processes**

**- Triage, resolve and escalate queries and bugs to address localisation & internationalisation issues across all content platforms**

**- Maintain language assets (glossaries, style guides, TMs)**

**- Provide feedback and work with vendors to improve quality of translations.**

**- Help ensuring that client's quality requirements are followed by translators.**

**- Review/Translation of Glossary and Naming task.**

**- Fix linguistic bugs across the products.**

**- Interact with translators and other reviewers in linguistic discussions.**

**- Run LQA (Language Quality Assessment) for various products before they go live for customers (Beta testing/Soft Launch).**

Freelance Linguistic Consultant from June 2007 – Present

Currently working with

* **Quora – LS**
* **Smartling – LS**
* **Gengo - LS**
* **SDL**
* **Acclaro - Duolingo and Netflix QA Lead**
* **Vistatec LLC - Google Review Program, Expedia and Fedex QA Lead**
* **Lionbridge**
* **MediaLocate**
* **Chillitech - Linguistic Lead with Symantec and Mcaffee**
* **GameScribes- Localization and Testing of Barbie Blast, Mekazoo, Troll and I**
* **Verbalizeit**
* **Moravia**
* **PixellogicMedia - Netflix and Apple Music Quality Lead**
* **iYuno**
* **Amazon – En-In- Linguistic review- Lionbridge**
* **Netflix – En-In- Language Lead- Lionbridge**

**Localization Quality Assurance**

* **Budgeting Translation project**
* **Assisting in identifying other language resources. Translator / Linguistic Reviewer and Tester**
* **Conducting LQE for new vendor partners and translators**
* **Conducting LQA's and functional testing of apps and sites**
* **Training and on boarding assistance for new translators SPOC for new vendor partners**
* **Assure the functional, linguistic and aesthetic quality of software/applications**
* **Ensure the quality in aesthetic, linguistic, functional and usability level. Freelance English<>Hindi Translator, Reviewer, Interpretor, Trans-Creation and back translation**
* **Test and report issues using JIRA and buganizer an issue tracking system used by the client.**
* **Testing new versions, fixes and builds of localization tools**
* **Terminology creation and management**
* **Support for using Online Terminology Management System**

**Specialization:**

**Business & Marketing, Medical, Legal, IT, Computers, Tourism, Sub-titles & Literature, Web Content - Consumer as well as Monetization**

**Current Projects**

* **Google Content Localization Review (UI, Marketing, Help Content, Legal, Msc)**
* **Fedex & Expedia Review Lead**
* **App Localization for OUTFIT 7 (Talking Tom)**
* **HP Videos and content Review**
* **Duolingo Translations on weekly drops basis**
* **LQA for SONY**
* **Symantec and Mcafee Language Lead**
* **Simpleway.cz, Fedex and Expedia Language Lead**
* **Netflix Language Lead (Glossary Creation and UI build)**
* **Microsoft Marketing localization**
* **Tumblr Localization Lead India**
* **Reviewing Planet of Apps for Apple as a vendor partner**

EDUCATION

* Bachelors in Advertising Sales Promotion & Sales Management from Patna Women’s College (Avila Convent), in 2000 with 1st div (72%)

Working knowledge of following CAT tools:

Idiom Worldserver, Desktop Workbench, Transifex, MemoQ, Smartling, Google Translation Toolkit (GTT) and Trados Studio, Trados 2007, 2009 and 2011.

Prior to freelancing I have worked full time with the following firms as Customer Service Executive and Market Research Analyst

**Also worked as a freelance voice and accent/soft skill trainer (Mind Trainer, Eternity Placement and Training) for BPO'S (contact centers) IBM & Genpact. The job responsibilities include:**

**Conceptualizing & developing Behavioral, voice and accent / communication, customer service modules as per the company requirements and employee skill sets. Imparting effective training programs through use of audio-visual aids. Have also done call quality analysis on the basis of handling effectiveness and was an active participant of their Decision Quality Team. Was part of Customer Satisfaction Survey Team. Setting out quality standards for various operational areas, ensuring a high-quality customer experience, while adhering to the SLAs and work processes.**

**Implementing quality improvement measures as per industrial norms for continual improvement in the services, ensuring higher customer satisfaction metrics thereby ensuring that the clients customers receive the highest level of sales and operational customer service**

* Reliance Telecom – Customer Care Executive
* Exl Services - Customer Care Executive
* American Express - Customer Care Executive
* Greaves Travel LLC - Customer Care Executive
* Thesmartcube – Research Consultant
* Euromonitor Consulting – Incountry Analyst (Helped launched several brands in India thru effective market research and consulting)
* **Freelance Commercial Researcher with Irish Embassy**” **New Delhi”** - Prepare client specific industry reports and help them gain market entry through business consulting and occasional meetings.
* **Consultant with Asian Development Bank – Been associated as a researcher on ICT Development in India FY 2010 (ICT Roadmap)**

The above mentioned projects required me to work on all or most of these aspects:

**A. Market trend**

1) Demand: Market size & Demand trend

2) Production: Local/global manufacturers and their size

3) Distribution: distribution structure for the product

4) Forecasting

5) Report writing

6) Feasibility Study

**B. Competitive analysis**

1) Situation: Competitors & Market share

2) Pricing: Prices of competitors' in US

3) Company profiling

4) SWOT Analysis

\*\*\*References available on request\*\*\*