



Profile

Journalist, editor and translator from English into Spanish. Co-founder of twotranslate SL. Specialized on Telecommunications, IT, HW/SW, Marketing and Medical Technology. Extensive background in Internet technologies, web and mobile content & graphic design. Coordinator of localization projects. Technical & Marketing Copywriter.

Education

MA in Journalism - Universidad Complutense de Madrid
Madrid, 1985-1989

Experience

Translator / Copywriter / LQA

■ Freelance localization & copywriting projects (2002 – 2013)

Most representative jobs and clients:

Moravia – Google

Member of the localization team for a range of Google product: Google Plus, Google Plus Mobile, Hangouts, Calendar, Gmail, Talk and Photos.

Andovar – British Museum

Content editor and LQA of Spanish audioguides for main exhibitions in the British Museum, adapting the scripts to the tone and style required for International Spanish visitors.

Interactive Services - Marsh & McLennan Companies

Webinars & e-Learning localization about GDPR, Sales, Compliance, Security, Intellectual Property and other

WeLocalize - Google – (2016-...)

Transcreation and linguistic consulting for Google AI and Google Assistant projects. Translator for Play Books, Android for Work, Chrome, Chrome OS & Google Home and other products.

Verisec – (2015-...)

Translation and LQA of the corporate website. Translation of marketing and specialized documentation on information security, cloud and mobile services, and payment systems.

Houghton Mifflin Harcourt – (2014-2015)

Localization of Mathematic Interactive Modules for K-12 Education, complementary resources to textbooks for the Bilingual Program in Texas, US primary & secondary schools.

Ciena Corporation – (2011 to date) Avg. volume per year: 30k

Localization & Transcreation of Ciena marketing campaigns, including the adaptation of web content, press resources, presentations, video advertising, and documentation for the Spanish market.

Linguistic Quality Assessment of Ciena localization vendors. Localization of highly-technical material in Telecommunications and Networking.

MSC Cruises – (2011 to date) Avg. volume per year: 20k words per year

Copywriting and transcreation projects in Travel & Tourism fields: press releases, catalogues, brochures, press advertising, posters, billboards, etc.

Beluga Linguistics – (2007 to date) Avg. volume per year: 30k per year

Web content development, copywriting & linguistic consulting. Localization of global e-services web sites: AdRoll, Last.fm, Bebo, Swatch, Xing, Moo, MUUME. Localization of mobile apps: Tadaa, Lookout, Last.fm, NightSky, TouchNote)

Rossion Inc. – (2007 to date) Avg. volume per year: 100k per year

Localization of technical and marketing web content for telecommunication products and IT providers (Ciena, Sangoma), medical equipment vendors and clinical trials (Pfizer, Health Canada, Amvex, Synarc, Pharma Solutions), industrial manufacturers (Bullard, KMG, B&D Manufacturing, Microdrones, Mevotech) and Travel & Tourism companies (Jonview Canada).

Andovar – (2010 to date) Avg. volume per year: 25k per year

Transcreation of web content for Razer, a leading gaming HW vendor. Other projects for companies such as Zeiss, NetSui, Anantara Hotels and Epigeum.

Lazillotta Localizations (2012 to date) – Copywriting of success stories for Corel.

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Boffin Language Group – (2008 to date)

Translation and editing of marketing and technical documentation.
SW localization, consumer devices UI localization. Linguistic and functional testing of telecomm hardware UI, OLH and mobile apps.

Xerox – (2010 - 2012) Avg. volume per year: 40k per year

Localization of technical and marketing web content for Microsoft Business and Development solutions, targeted to developers, IT professionals and advanced users.

Hogarth Worldwide – (2010 - 2012) Avg. volume per year: 10k per year

Transcreation projects for advertising campaigns and case studies of HP and Microsoft products and services. Linguistic consultancy in advertising campaigns for the Spanish market.

XLsoft International – (2001 to date)

Localization of specialized documents, manuals, press releases and online help files in printing and imaging applications. Localization of printing, image editing and multimedia software.

Apogee Communications – (2009 to date)

Localization of Nokia mobile applications.

SDL Spain – (2005 – 2010)

Localization of marketing content for Microsoft BMS Web campaigns targeted to Spanish market. Translation projects for HP, Fujitsu, RS, AEGON, Philips. Web and games localization projects. Proofreading and post-edition.

Microsoft - Logoscript S.L. – (2002 -2009)

Localization of applications, components, online help and web content for Microsoft advanced ERP and CRM software, technical and marketing portals and development tools. Part of the team in Windows Vista, Windows 7, Office 2007 and Office 14 localization projects for Spain.

SmartPlanning UK – (2008)

Transcreation of press releases, articles and advertising material for Design & Fashion leading enterprises.

Vaughan Systems – (2009 - 2010)

Translation of Medical Devices & Technology documentation.

Mondragon Lingua – (2009 - 2010)

Technical assistance in multilingual translation and DTP projects for engineering documentation.

fCoder Group – (2008 - 2011)

Software localization (Graphic apps, Image converters, filters and tools)

Comms Multilingual-Google – (2008 - 2010)

Testing of mobile applications for global content providers and telecom companies. Web content & software localization projects.

Lionbridge-Microsoft – (2002 - 2004)

Linguistic consulting in terminology and localization of voice recognition engines for Spanish and Latin American markets. Project Manager for MELL (Microsoft E-Learning Library), a project of generation and localization of graphic resources for online training applications.

- **Electronic Arts Software.** Translation/ localization of handbooks, artwork, web pages and press portfolios for a wide range of computer games (Sim City, Command & Conquer, Need for Speed, FIFA, Half-Life). Creation and maintenance of DTP resources. Building of style guides and technical glossaries. These projects were performed as a Technology Group consultant, Madrid 1997-2010
- **Cisco Systems Spain.** Localization of MarCom material (white papers, web pages, e-seminars, user manuals) and technical, financial and training documents for the Spanish market. Transcriptions of technical seminars. During 2000-2011 managed more than 300 projects for Cisco Spain and its partners (Telefonica, BT and Nortel). These projects were performed as a Technology Group consultant, Madrid 1997-2010

Other responsibilities included building glossaries and style guides, linguistic consulting for specific Spanish and Latin American projects, assessment of software tools, creating and maintaining translation memories and QA. Technology Group consultant, Madrid

1997-2010

Journalist/Editor

- Wrote and edited articles and reports for technical publications. Worked as principal contributor for Ziff-Davis magazines such as MacUser and FamilyPC.
- Wrote for LAR Press, a publishing company of technical publications. Test and evaluate software and hardware products, content planning, organise material, interview with IT personnel and developers, write and localize articles for MacUser, MacWorld, CDWare and PCPro -magazines oriented to general users and professional IT market. Technical assistance in image editing and laying out process for publication.
- Developed, wrote and edited material for reports, manuals, briefs, and technical and marketing documents. Standardized material prepared by other writers. Generation of style guides and quality control. Freelance consultant on IT and graphic/web design for Quo and SuperWeb, Hachette-Filipacchi's mass-market magazines. These projects were performed as a Technology Group consultant, Madrid 1997-2010
- Editor of the book "Terapia antiestrés para entender de vinos" by Maite Corsín. Ediciones Martínez Roca. 2012

DTP Designer / Technical Consultant / Teacher

- Consulting, development and deploying of DTP systems, networking, DTP and CAT solutions, graphic design, web design and workflow of electronic editing. Technology Group, Madrid 1997-2010
- I provide technical training courses - Expert level (DTP, graphic design, image editing, Web design, e-publishing, CAT tools) for Red Eléctrica de España, Editorial Castalia, Kodak Spain, Aguirre Cia., Cabitel, Caja de Madrid, Editorial America Ibérica, Néctar-Quebec SA, Telefónica, Eldon, Casa de América and other publishing and advertising companies and public agencies. Technology Group, Madrid 1997-2010
- Proofreading, layout and graphic design. Artwork, scanning, typography, prepress work, proof control and colour separation processes. Liaison with production departments on editing and printing books and advertising material. Editorial Veritas, Estudios Financieros S. A. Madrid, 1992

Other experiences and activities

- Asociación para la Defensa de la Vida, ADEVI
Press department. Investigative journalism, written documentation and reports on human rights. Assisted in development of ADEVI educational programmes in depressed areas. Lima-Perú, 1990-1991
- Teacher of Spanish language and literature, and literacy campaigns in Lima, Peru. I have taken part in projects of non-government organizations for integration of immigrant people in Spain, providing courses of Spanish language and computing.

Skills

- Master Course on Teaching Spanish as Second Language. Philology Department. Complutense University of Madrid.
- Expert knowledge on desktop tools (Windows and Mac OS, MS-Office, Linux), DTP applications (QxP, InDesign, FrameMaker, Acrobat Pro), image editing (Photoshop), graphic design (Illustrator), Web design (Dreamweaver) and CAT tools (SDL Studio, MemoQ, Passolo, LocStudio).
- Professional photography. b/w, color. Laboratory, lighting, montage.

References available on request.