



JEAN-MARIE LE RAY

Translator & Interpreter | Content & Language Consultant | Branding & Web Marketing Coach

PERSONAL INFORMATION

Address: 6 rue des Écoles
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[@Translation2](https://twitter.com/Translation2) (Twitter)

EDUCATION

French conversation teacher 1987 – 1991
State Italian School

QUALIFICATIONS

- ✓ +35 years' experience
- ✓ Sworn translator before the Rome Court (*since 1990*)
- ✓ +10 years' experience in Web & Social Media

PROFESSIONAL EXPERIENCE

Branding & Web Marketing Coach
AITI, Unilingue, Italy

- Coaching for translation companies (*Unilingue*)
 - Coaching for students or translators and interpreters freelancers (*AITI*).
- 2011 – Present**

Translator, Content & Language Consultant
Only Italian & English into French

- Websites localization consultant & copywriter.
 - More than 80,000 translated pages in about 40 fields.
- 1985 – Present**

Interpreter, Consecutive

Only Italian – French / French – Italian

- Thousands of hours of interpretation.
 - Only between 2012 and 2013, nine months of interpretation.
- 1985 – Present**

OBJECTIVE

- ➔ Initially specialized in technical and scientific translations, I now offer a **full line of language services, from marketing content to the kind of multilingual copywriting and communication that is specific to the web**, as well as other value-added services such as language audits for localized (or to-be-localized) websites.
- ➔ I am also a **marketing and branding coach for knowledge workers**, sharing training courses and materials in both French and Italian.

PROFESSIONAL SKILLS

- Have managed my own translation agency for +25 years.
- High-level translation & interpretation craft.
- Independent consultant on language optimization & internet marketing.
- Clients' 360° support on all aspects of their web presence (strategy, content development).
- Creation of brand names that are legally available worldwide.
- 10 years of blogging, with a particular focus on social media and content as key to achieving better placement on SERPs.

PERSONAL SKILLS

- Beyond my professional skills, my personal and multicultural experiences have given me an openness and creativity invaluable in finding any original solution to Clients' challenges — and helping them to implement it.

** References available upon request.*



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