



ANASTASIA LA FATA

Multilingual Copywriter and Creative Translator



Summary

25+ years as a copywriter, translator and interpreter.

I have written multilingual creative copy for advertising and marketing materials and successfully localized many websites, applications and documents for global companies in different areas — from legal, e-commerce, e-learning, hospitality, tourism, health, real estate, luxury goods and entertainment to IT, telecommunications, production and manufacturing.

I like challenges, outside-the-box approach and creative solutions.

Work Experience

Full-Time Freelance Translator and Copywriter

- **General Dynamics** — live translation of features and news
- **Lufthansa** — marketing materials for their online shop
- **Acer/Packard Bell** — translation of press releases and marketing materials
- **Minor Hotel Group** — website localization for different properties
- **Montblanc** — translation and localization of Apps, marketing materials, press releases and internal documentation
- **Alwaysonvacation.com** — website localization
- **Disney** — localization and creative translation of the online games and legal documentation
- **RJR/Nabisco** — translation of marketing materials
- **Rotary International** — translation of brochures, internal documentation
- **Cisco/Linksys** — translation of marketing materials and technical descriptions
- **Oracle** — verification and validation of the existing marketing materials
- **Sony Ericsson** — linguistic testing of the phone interface and apps
- **Gillette** — translation of a big volume of production machinery documentation (installation manuals, user manuals, specifications, technical descriptions, drawings, etc.) for the plant modernization project
- **Equinix** — ongoing translation of marketing materials for the Spanish and Russian markets

I also have worked for Hilton Group, GHM, Minor Hotel Group, Starwood Hotels and Resorts Worldwide, Carnival Cruise Lines, El Questro Wilderness Park, Departamento de Turismo Tenerife, L'Oréal, Anantara Spa, Disney, Hasbro, Marvel, Wizards of the Coast, Davidoff, Richemont/Montblanc, 3Suisses, Inditex, Zara, Massimo Dutti, Adidas, UNICEF, Oregon Department of Human Services (DHS), Oregon Employment Department (OED), Microsoft, Sony, Gemalto, Gazprom, Digital Persona, Imation, Columbia Sportswear, ABB Automation Products GmbH, Lenovo, Gillette/Braun, Network Health, Barclays, VMware, Belkin, Clatronic, Heineken, Sabre, Chevron, Asus, BenQ, Toshiba, Kodak, Honeywell, TomTom, Nokia, Alcatel, Iskratel, TNK (Tyumen Oil Company), Kawasaki, Yamaha, F1, JVC, Panasonic, Hewlett Packard, Bayers, BMS (Bristol-Myers Squibb), Outokumpu, NovoNordisk, Philips, Flowserve, Rockwell, Kranlyft, Emerson, Graco, Eaton, SKF, DeWalt, Ford, Volvo, Caterpillar, Komatsu, Franklin Fueling Systems, Novonordisk, Novartis, Nordson, Bentley, Internacional Committee of the red Cross (ICRC), American Medical Center, International Council on Mining and Metals (ICMM) and many others.

Purefluent (remote) — project manager

SDL Russia (St. Petersburg, Russia) — lead translator, project manager

Sony Ericsson (Stockholm, Sweden) — technical translator, product tester and project manager

Gillette LLC (St. Petersburg, Russia) — project manager and translator (Administrative/HR/Marketing departments)

R.J. Reynolds Tobacco company/Nabisco (St. Petersburg, Russia) — in-house translator & interpreter (Legal/Administrative/HR/Production departments)

Graduate School of Management of St. Petersburg State University (GSOM SPbU) — EFL teacher

EF (English Language School) — EFL teacher

Translating since 1990

What I do

I work on my own or in a multilingual team, either in your office or remotely.

Areas of expertise:

- Website localization
- App localization
- Marketing and advertising materials (copywriting, transcreation and localization)
- SEO translation
- SEO analytics
- Keyword research
- DTP services
- Business and legal documentation
- Technical documentation, specifications, manuals, descriptions
- Real estate descriptions
- Government/politics materials, news
- Video subtitling and transcription
- Interpreting

Other fields are welcome for consideration.

Info

Where I live: St. Petersburg, Buenos Aires

Memberships: Member of AWAI (American Writers and Artists, Inc.)

Languages: Russian, Spanish, English, Italian, French

Availability: contract, part-time, remote

Education

St. Petersburg State University

MA degree in Linguistics and Translation

Escuela Da Vinci, Buenos Aires

Graphic Design

American Writers & Artists (remote)

Copywriting. Web analysis

Arts School, St. Petersburg

History of Arts, Oil painting, Watercolour, Graphics

Anastasia's Skills

- ▶ **Transcreation**
- ▶ **Translation-friendly* multilingual copywriting**
- ▶ **Web-friendly translation**
- ▶ **Localization**
- ▶ **Internationalization**
- ▶ **SEO translation and/or copywriting**
- ▶ **Creative translation**
- ▶ **Editing**
- ▶ **Desktop Publishing**

***Ask me about translation-friendly copy, if you localize your marketing materials into several languages.**

Social & Personal:

- ▶ Efficiency and result-driven attitude
- ▶ Good team player
- ▶ Good communication skills
- ▶ Negotiating skills
- ▶ Ability to find creative solutions
- ▶ Honesty, fairness and genuine interest in dealing with other people
- ▶ Motivation and commitment
- ▶ Ability to motivate and inspire others
- ▶ Speaking to groups
- ▶ Ability to explain complex ideas in a simple way
- ▶ Flexibility and adaptability
- ▶ Analytical skills
- ▶ Confidentiality
- ▶ Positive attitude
- ▶ Mobility and accessibility

Anastasia's Playground

- ▶ Learning new languages. Currently I'm learning Chinese and Finnish.
- ▶ I'm doing HIIT and will not stop ever!
- ▶ I'm currently learning Front End, and I like it a lot! Next step will be Full Stack.
- ▶ I like literature, philosophy, poetry and psychology, and I know a lot about symbols, mythology and unconscious
- ▶ I like drawing and aquarelle painting, and I have great teachers!
- ▶ I am into swing dance, lindy hop and charleston. Let's add swing to our life!
- ▶ My motto is: **A tree is known by its fruit.**

Organizational:

- ▶ Efficient time management
- ▶ Setting priorities
- ▶ Ability to work under pressure
- ▶ Planning and scheduling
- ▶ Achieving goals
- ▶ Responding to emergency situations
- ▶ Working independently or in team
- ▶ Responsibility and accountability
- ▶ Ability to think outside the box

Tools and Software

Web Analytics: Google Adwords, Tableau

DTP Tools: InDesign, Illustrator, PhotoShop

CAT tools: MemoQ, SDL Trados Studio, Idiom and others

Web Developer Tools: HTML, CSS, JavaScript, PHP

Contacts



+79213872723



ana.lafata@gmail.com



<https://www.linkedin.com/in/anastasialafata/>



Onfly-Translations