

Sonia Baldres

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SUMMARY

As an accomplished **project manager in the localization industry**, I specialize in helping global firms implement multilingual localization strategies. With over 15 years of experience, I have honed my skills in managing and executing localization projects for various communication channels across multiple languages. My goal is to ensure that my clients communicate effectively with their global audience by localizing content that resonates culturally. Language is my passion, technology is my partner, service is my mission and people are my motivation. I am an ambitious on-going learner, a creative problem-solver, a natural leader, and an enthusiastic challenge seeker. Keen on innovation, technology, and trends, I keep learning, developing, and applying my linguistic, technological and project management skills on an on-going basis.

SKILLS

TECHNICAL:

CAT: SDL Trados Studio, MemSource, Lokalize...

TMS: Plunet, XTM, Phrase, GitLocalize...

Agile: Asana, Trello, Jira, MS Project...

SOFT:

- Communication Building
- Collaborative Mindset
- Planning & Prioritizing
- Team builder
- Creative Problem Solving

WORK HISTORY

PROJECT MANAGER, TRANSLATION AND LOCALIZATION *2012 to CURRENT* **Freelance professional | Madrid**

- Managed end-to-end localization projects including scoping, cost optimization, timeline estimates, resource allocation, and quality assurance.
- Worked closely with global clients to understand their communication needs and provided tailored localization solutions.
- Led and coached teams of translators, editors, and other specialists, ensuring alignment with clients' localization strategies.
- Defined, implemented, and monitored quality assurance processes
- Defined and monitored Key Performance Indicators (KPIs) to measure project success and client satisfaction.
- Communicated efficiently with stakeholders.
- Managed average of 5-15 concurrent projects
- Coordinated with cross-functional teams and third-party vendors.
- Provided detailed technical and operational direction

PROJECT MANAGER, TRANSLATION AND LOCALIZATION *2004 to 2012* **TradCore (owned company) | Madrid**

- Received and managed client requests, project analysis, scoping, cost optimizing and timeline estimates. Pricing and quotation.
- Identified best talents, recruited, trained and motivated team members.
- Planned, allocated and managed human and technical resources.
- Defined, implemented, and monitored quality assurance processes.

- Prepared and distributed project briefs and shared resources for translators, reviewers and DTPers.
- Used translation management systems and agile project management solutions to optimize workflows and involve project participants in processes.
- Managed project budget and controlled costs
- Liaison between sales, clients, production team (internal and external)
- Training and knowledge management

COUNTRY MANAGER

2009 to 2011

TSD Technik Sprachendienst (Germany) | Remote, with regular trips for presential meetings

- Linguistic: Translation, localization, editing and proofreading English>Spanish.
- Human Resources: Recruiting translators, editors, interpreters, dtp specialists..., for all language combinations.
- Business development: Sales & Marketing tasks for the Spanish market. Negotiated with service providers and vendors to improve margins.
- Used remote collaboration tools.

SENIOR CHANGE MANAGEMENT CONSULTANT

1998 to 2008

Accenture | Madrid (or client sites)

- Participated in internationalization of existing solutions.
- Led software localization projects from Spanish to English.
- Designed multichannel Interaction models and interfaces.
- Managed translation of software documentation.
- Collaborated with cross-functional teams to develop sales presentations and RFPs.
- Provided training and communication programs for end-users in various languages.
- Designed processes and systems supporting business needs before, during and after transitions.

EDUCATION

MBA | Sales And Marketing Education EIG Business School, Granada

2008

Bachelor of Arts | Translation and Interpreting Universidad De Granada, Granada

1996

MY OFFER

With a proven track record as a Project Manager in the Localization Industry, I bring extensive experience in managing and executing multilingual localization projects for global firms. My expertise in the industry and proved team leadership ensures the delivery of culturally resonant communications across various channels. I am committed to assisting global organizations in effectively engaging their international audience through strategic localization.

LANGUAGES

Spanish

 Bilingual or Proficient (C2)

English

 Bilingual or Proficient (C2)

Italian

 Upper intermediate (B2)