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## Skills

- Interpretation
- Translation
- MTPE
- Transcription
- Project Management
- Copywriting
- Subtitling
- Dubbing Editing
- Audio Description Authoring
- Moderator
- Emcee
- Interviewer
- Voiceover
- Online Market Research

## Languages

**Hindi:** First Language

**English:** C2  
Proficient

**Bengali:** C1  
Advanced

# Naresh Soni

20+ YEARS OF EXPERTISE IN CONNECTING CULTURES THROUGH LANGUAGE EXCELLENCE

## Summary

Multilingual Language Services Professional with 20+ years of experience in translation, transcreation, interpretation, subtitling, dubbing editing, project management, and market research. Skilled in connecting cultures through high-quality language solutions, and adept at driving global opportunities through media-related projects and strategic insights.

## Domain Expertise

- Business | Marketing | Gaming | Finance | e-Commerce | IT | Entertainment | Technology

## Tools

MateCat | MemoQ | XTM | Netflix Authoring Tool | SmartCat  
Transifex | Crowdin | XTRF | MateSub | MateDub | AegiSub

## Experience

### E2F - Language Lead (Hindi, English)

Freelance  
06/2022 - Current

- Currently engaged as a Freelance Translator and Reviewer with the company, contributing to various projects.
- Successfully collaborated for distinguished clients, including **Google, Amazon, Axon, and Brave.**

### Productive Playhouse - Hindi Team Leader

Freelance  
09/2023 - Current

- Managing a team of 40 translators for a project with the world's leading streaming services company.
- Assigning tasks and ensuring timely delivery with full accuracy.
- Evaluating quality of translated documents against established standards.

### YouTube - Hindi Simultaneous Interpreter

Singapore, Nov 16-18, 2022

- Offered professional interpretation services for the YouTube Content Creators' Summit.
- Provided simultaneous and consecutive interpretation for business discussions, conferences, and other events.
- Agency: Elite Asia

### UN Women - Bengali Simultaneous Interpreter

Bangkok, Mar 15-16, 2023

- Provided interpretation services for a summit discussing the post-COVID life of women.
- Assisted with simultaneous and consecutive interpretation services.

### KinderNotHilfe - Bengali Simultaneous Interpreter

Rwanda, Jan 16-20, 2023

- Provided interpretation services at an international event where a declaration highlighting challenges in the lives of child labor was prepared. The NGO later shared this declaration with the United Nations

### Uber - Hindi Translator / Reviewer

Freelance, Remote  
10/2020 - 04/2023

- Translated and reviewed over 520,000 words, demonstrating project ownership and creative direction.
- Developed a translation glossary and style guide.
- Agency: Translated

### Translated - Collaboration Lead

Freelance, Remote  
07/2019 - 04/2020

- Formulated and directed collaboration initiatives in India with direct reporting to the CEO and MD.
- Orchestrated and facilitated more than 100 collaboration meetings.
- Successfully met and exceeded key performance indicators (KRAs).

### Airbnb - Hindi Translator / Reviewer

Freelance, Remote  
03/2019 - 07/2019

- Set and articulated the company's tone of voice.
- Assumed responsibility for the creative aspects of projects.
- Worked closely with fellow language professionals within the team.
- Led training sessions to instruct translators on adopting the company's style and tone of voice.
- Agency: Translated

### Apple - App Content Reviewer (Hindi)

Freelance, Remote  
09/2018 - 04/2019

- Quality control and review of app content, playing a key role in ensuring the ultimate translation quality.
- Agency: WeLocalize

### Facebook - Hindi Language Editor & Reviewer

Freelancer, Remote  
04/2017 - 08/2020

- Active participation as a valued member of the esteemed Facebook Translation Team, contributing to multilingual endeavors.
- Demonstrated linguistic prowess by effectively translating a substantial volume of over 145,000 words with a focus on precision and quality.
- Agency: OneHourTranslation

### Microsoft - Senior Language Editor

Freelance, Remote  
09/2017 - 07/2018

- Effectively managed translation projects for Microsoft, ensuring successful completion.
- Provided Hindi translation and review services for approximately 90,000 words within the Microsoft domain.
- Agency: Unbabel

### HBO (VICE) - Video Localization (Subtitling)

Freelancer, Remote

- Accomplished subtitling for over 20 projects since 2018.
- Assisted in the following language pairs:
  - Rajasthani to English
  - Hindi to English
  - Maithili to English

### Power Corridors - Executive Editor

New Delhi, India  
08/2018 - 01/2019

- Served as the Executive Editor of the news magazine, overseeing editorial operations.
- Responsible for content, language tone, and adherence to editorial guidelines.
- Led and managed Print, Website, and Social Media ventures as the Head of these key channels.

### News World India - Assistant Executive Editor

Noida, India  
11/2014 - 05/2018

- Led the News Desk as the Head, steering operations with a commitment to maintaining a near-zero error environment.
- Supervised Hindi translation, copywriting, and content creation tasks, emphasizing accuracy and quality.
- Ensured high standards in written text and production output, demonstrating a steadfast commitment to quality assurance.

### Jano Duniya - Assistant Executive Editor

Ahmedabad, India  
06/2013 - 03/2014

- Headed the copywriting desk, ensuring equitable treatment for every crucial news item.
- Supervised the localization of work, maintaining a vigilant eye on translation quality.
- Led a team of News Presenters and managed the roster, demonstrating effective leadership and organizational skills.

### Zee Business - Senior Producer

Noida, India  
05/2010 - 03/2013

- Managed the translation of news content pertaining to the economy and financial markets.
- Functioned as a senior copywriter, ensuring that significant news received appropriate placement in the bulletin.
- Produced news-based shows, consistently securing high TRPs for the content.
- As a Senior News Presenter, delivered hundreds of hours of live news bulletins, showcasing proficiency and experience in the field.

### CNBC Awaaz - Producer

Mumbai, India  
02/2005 - 02/2010

- Crafted compelling copy for financial news.
- Localized news content into Hindi.
- Produced top-rated news shows.
- Demonstrated versatility as a News Presenter by delivering hundreds of news bulletins, encompassing business programs and political news segments.

### Etv Rajasthan - News Caster

Hyderabad, India  
04/2004 - 02/2005

- Copywriting
- Content Localization
- News Hosting