Ellen Veensma

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♀ 45 ans

Dutch nationality

* eveensma@hotmail.com

#### **LINGUIST / TRANSLATOR**

#### **Dutch, French, English, Spanish, German**

#### **PROFILE**

* Proven ability of 20 years successful international sales, of which 14 years in the travel business
* Extensive multilingual translation and editorial practice since 22 years, French – English - Dutch
* Large Internet skills, 8 years experience in multilingual content management and SEO/SEA
* Strong organizational skills, know how to overview a situation and come with practical solutions
* Entrepreneurial and autonomous, I’m also highly pragmatic and can organize different projects at once
* Excellent interpersonal and intercultural skills, able to communicate with people at all levels

#### **SKILLS and COMPETENCES**

##### Linguistic skills

**POLYGLOT: 5 European languages**

*Maintenance and perfection through regular business and leisure trips and practice on a daily basis*

* Dutch: Native speaker (I’ve lived full-time in Holland for 25 years and studied there)
* French: Fluent (I live and work part-time in France since 20 years, university degree)
* English: Fluent\* (English education, different longer stays in the US, daily practice)
* Spanish: Very good notions (University degree and different longer stays in Spain)
* German: Very good notions (A-level, regular practice)

##### International Business

* Business development strategy planning and business plan creation
* Project management, from the initiative to the final conclusions
* Web tools; online sales, development, content management and marketing
* International (contract) negotiations and translations (websites, landing pages etc.)
* Development and management of international key accounts/ partnerships
* Sedentary + field international account acquisition aiming to maximize profits
* Creation and realization of marketing activities and publicity campaigns
* Budget negotiation and profitability studies
* Sales administration, from price proposal to financial covering
* Reporting, competitive intelligence, international market research

##### Computing skills

* Large Internet and Web marketing skills (SEM, SEO)
* Website Content management systems (CMS)
* Translation tools (Trados, Wordfast and others)
* MS Pack Office + Commercial management software (CRM)

#### **PROFESSIONAL EXPERIENCES**

##### International Business

2008 onwards **International Project Manager *>* e-travel + linguistic services *Freelance -*** Home office

Assignments and responsibilities (Dutch – French – English):

🡺 Web Content Management (CMS) and linguistic services

* Interpreter for local business in Languedoc Roussillon > different agencies
* Translator, editor, subtitling, landing pages writing, web site translations and updates by respecting international SEO rules > multiple international agencies

🡺 International e-travel
- Travel counselor/ consultant for [www.vacation-organizer.com](http://www.vacation-organizer.com), Dutch travel agency

 - Travel organization on the Internet for Europeans; worldwide tailor made trips

 - Sourcing and worldwide professional travel partner network management

 Web site marketing (SEO) - Google Adwords/ Analytics

🡺 Research analyst = Analyst for Euromonitor (English research company)

 🡺 General:

* + Relationship management with customers and international partners
	+ Being proactive by analyzing clients needs and market opportunities
	+ Problem solving, Priority setting and Quality control
	+ Sales administration: project planning, invoicing, international payments etc.

Key achievements:

Progressive increase of sales/ Very positive feedback from users and suppliers

2001 – 2009 **International Account Manager** - ***Airport Communication*** - Montpellier

Product: Timetable guides, partnership with over 60 European airports
Customers being all travel business related companies

Responsibilities: Creation and management of the Northern Europe team (5 persons)

+ Project manager; development of partnerships with North European airports; market research, negotiations, internal coordination, translations, follow-up of the project

+ Sedentary and field prospecting, consultancy and sales of advertising space

+ Designing and introducing marketing activities + Networking at airport congresses

Key achievements:
+ 11 successful development projects with airports in the Benelux, Sweden, England

+ Constant increase in turnover (x 3) and targets achieved every 6 months

1999 – 2001 **Export Manager** – ***SEC*** - Montpellier

Product: Cosmetics face and body products and treatments
Distribution and training in more than 30 countries all over the world

Responsibilities: Management of the export team, international development, key account sales administration; sales, consultancy and training

1997 – 1999 **Office Manager** – ***Maui Jim*** - Montpellier

Product: American polarized sunglasses; worldwide distribution

Responsibilities: Creation and management of the European subsidiary
(American head office), Responsible of distribution network and sales administration

#### **EDUCATION and QUALIFICATIONS**

1989 – 1995 **European Studies**, University of Amsterdam

*University (master) degree in* ***French, Spanish and European Union law***

1. **International Law & Business** within the ERASMUS exchange program

 *(during 6 months at the University of Salamanca in Spain)*

1. **Spanish** intensive Summer course in Malaga, Spain

1988 – 1989 **D.S.E.F**, University of Perpignan

*Superior Degree in French Studies*

#### **INTERESTS**

* Travel: Discovery of other cultures and foreign countries
* Culture: Literature + cinema and television in their original version