

Eleftheria Florou

BA, MSc, MCIL, ACIL, PAT
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Education

October 2011 – expected: Birkbeck College, University of London

MSc Marketing Communications: Buyer Behaviour, Corporate Responsibility, Digital Creativity and New Media Management, Marketing Communications, Marketing Management, Marketing Strategy and Planning, Public Relations, Research Methods in Management I

January 2011 – March 2011: City University, London

Certificate in Digital Marketing: SEO, Affiliate Marketing, Website design, Effective email marketing, eMarketing Hardware, Traffic Building, E-CRM, Digital Marketing in Practice, E-tools, Viral Marketing, Guerilla Marketing, Social Media

October 2005 – August 2006: Imperial College, London

MSc in Scientific, Technical and Medical Translation with Translation Technology: Project Management, Account Management, Software Localization, Games Localisation, Website Localisation, Publishing Skills, Practical Translation, Language Engineering, Technical Writing, Digital Publishing, Content Production, Web Design, Computational Linguistics, Terminology, Terminology Management, Academic Writing

September 1999 – May 2004: Aristotle University of Thessaloniki (A.U.TH)

Bachelor's degree in French language and literature, Department of Philosophy: Culture, Civilisation, Literature, Linguistics, Computational Linguistics, History, Writing skills, Creative Writing, Oral skills, Sociolinguistics, FFL, Speech, Translation, Interpreting, New Technologies, Speech processing, Media

February 2003 – July 2003: Universidad Autónoma de Madrid: Erasmus Programme, Exchange Student (bursary from the State Scholarships Foundation – IKY)

Languages

Greek: Native **English:** Fluent **French:** Fluent **Spanish:** Fluent **Italian:** Beginner

Work Experience

September 2013 – present : Apple Inc.

Localisation PM, AOS EMEA

- Localisation subject-matter expert for the Online Store EMEA region, driving awareness of localisation best practices and linguistic quality consciousness
- Running day-to-day localisation activities for the Online Store EMEA publishing team and its business partners
- Management of relationships with translation suppliers, including scheduling, query handling, financial tracking, etc.
- Driving the linguistic QA process for marketing campaigns and other initiatives. Working with publishers to resolve linguistic quality issues.
- Collaborating with Marcom's creative network to ensure Online Store's linguistic quality meets Apple standards.
- Driving process improvements to ensure efficient workflows and quality of localisation on Online Store.

May 2011 – July 2013: Halfords Media

Content and Localisation Specialist , Headcount

Greece, Cyprus, Middle East & Africa

- Campaign development and management
- Production of web content and promotional activities/ campaigns
- Responsible for the complete localisation process of global campaigns
- Responsible for the regional websites and mini-sites and the gaming platform complying to Digital Marketing and SEO standards
- Manage freelancers for the target markets
- Ensure flow of information between the regional and central departments regarding activities performed locally and globally
- IMCs strategies planning and implementation: Events management, Media Co-ordination, Affiliate Marketing, Press Releases and PR, Social Media campaigns
- Working closely with the Country Manager, Senior Support Team members, Web Development Team, SEO Teams, Director of Online Marketing, Director of Eastern Europe & Head of Product Development

July 2009 – January 2011: Hogarth World Wide, London

Transcreation Manager

Main Account: Pfizer Europe

Brands: Lipitor, Viagra, Inspra, Celebrex, Toviaz, Aricept, Lyrica, Champix, Xiapex

Other accounts: Wella, Shell, Colgate, Palmolive, Listerine, Nestlé, Kellogg's, Lurpack, Starwood Hotels, Epsom, Timotei, Allianz, HP, L' Oréal, DHL

- Production of promotional material (booklets, ads, websites, digital/online marketing, display advertising, EDM, social media advertising, In-Game marketing/advertising, mobile advertising, PPC, Web 2.0) for the Greek market, Marketing, Content Approval, Quality Assurance
- Review of Pfizer Central products to ensure they are in line with the local competitors and the local authorities, Quality Control and Quality Assurance
- Collaboration with the Country Brand Leaders to oversee implementation of Pfizer Hellas marketing budget and ensure return on investment is achieved (POA meetings)

- Clear communication of the marketing strategies of Pfizer Central back to the Country Brand Leaders
- Building and maintenance of strong communication with the entire local management team including the Medical Director, the Regulatory Managers, the Country Brand Leaders and the Marketing Department of Pfizer Hellas (meetings in Greece, daily communication, attendance in POA and Cycle Meetings organised by Pfizer Hellas)
- Client Focus: Building and maintaining relationships with clients to better understand each other, solve problems, and deliver solutions that add value and create satisfaction
- Co-ordination, project management and recruitment of localisation and marketing professionals in order to better serve the Country Brand Leaders always meeting the tightest deadlines, final check (QA) of all files before delivering them to the client, Budget Management, Invoices, POs
- Responsible for the training of the whole Transcreation Team in terms of Client Management, Transcreation Management, Local Providers Management and localisation experts/translators acting upon customer's/market's feedback
- Collaboration with artwork and studio for the creation of the material delivered to the client
- Collaboration with the Account & Finance department
- Creation of TV/radio commercials and Voiceover

**July 2009 – February 2010: University of Portsmouth
Part-time Lecturer MA in Translation Studies**

- E-learning
- Production of examination papers and projects, marking of examination papers and projects (1st /2nd examiner)
- Teaching with the use of technologies
- Teaching material production
- Participation in conferences
- Close collaboration with the Head of Languages, the MA co-coordinators and the Administration
- Communication with students, tutoring
- Supervisor in two (2) students: MA dissertation theses

**July 2007 – January 2009: INTRALOT S.A., Athens, Greece
Translations Coordinator – Team Leader (Gaming Industry)**

- Preparation of Tenders/Bids [RFP and RFIs for Sports Betting, FOB, Horse racing, Slot Machines, Terminals, POS, Operation Systems in local (O.P.A.P.) and international level (e.g. Spain, Turkey, Chile, Italy, the Netherlands, Belgium, USA, Russia, China, Brazil etc)
- Member of the Business Development dept. responsible for the writing/ submission of proposals (responses to RFPs/RFIs) and for growing and developing gaming/lottery businesses in Greece and worldwide
- Supervision and recruitment of in-house and external localization/translation teams (from 3 up to 60 translators) and 14 translation agencies in 12 languages
- Responsible for the production of localized material for the headquarters and the subsidiary companies (60 countries), Evaluation, Quality Assurance, Quality Control
- Project management of translation teams and translation agencies, supervision of Translations Co-ordinators and training
- Daily communication with the CEO, the Directors and the Clients
- Responsible for the recruitment of localization/ translation agencies for the localization of products addressing to National Lotteries
- Responsible for budget management, Invoicing, POs, timelines, deadlines
- Bi-weekly reports to the Business Development Director and the Deputy Director addressed to the CEO

January 2007 – January 2009: Athens Metropolitan College, Athens, Greece
Part-time lecturer

- BA in Bilingual Translation, Roehampton University, London, UK Module: Medical Translation
- MA in Specialised Translation, Roehampton University, London, UK Module: Specialised & Technical Translation
- Production of examination papers, marking of examination papers (1st examiner)
- Teaching with the use of technologies
- Teaching material production
- Tutoring, Seminars
- Supervisor in eight (8) students: four (4) BA and four (4) MA dissertation theses
- E-learning

November 2006 – June 2007: EPPAS Project (EU, Greek Ministry of Education & Aristotle University of Thessaloniki), Thessaloniki & Athens, Greece
Researcher

- Greek language and immigrants
- Greek language tuition
- Second language acquisition and problems
- Cultural adaptation

October 2005 – January 2007: Nuance Communications (former Zi Corporation), Canada
Linguistic and Content Advisor

- Creation of a Greek language database for use on mobile phones, software, computers
- Semantics
- Lexis evaluation

June 2004 – September 2004: "ATHENS 2004" Olympic & Paralympic Games, Organising Committee, Athens, Greece
Administrative Employee, Correspondence – Protocol dept.

- Translation
- Interpretation
- Working closely with the National Committees and the athletes during the venues
- Working closely with various teams of volunteers during the venues
- Project management
- Responsible for the smooth operation of the daily internal and external correspondence of the organization into various languages (translation, quality assurance and tracking in collaboration with the Hellenic Posts)
- Responsible for the daily update of the newspapers and magazines (In-Country and International Press)
- Opening and Closing Ceremonies
- Guests' assistance in various events & venues (interpretation, guiding)

August 2002 – October 2002: Ministry of Interior Affairs, Thessaloniki, Greece
Administrative employee

- Information Office employee for the National Elections Programme
- Customer Service

September 1998 – present

Freelance web content editor & IMCs advisor

Palex, TippingSprung, Hotel Despotiko, Sky Translations, LatinaCorp, K & L Distributions Ltd., Lanzillotta Translations, Intertranslations, Jai Translations, Word Web World Translations, TW-Day Translations, TransPerfect Translations, Godis, Studyhood, TransQuotation, Limperis Publications, Open University of Cyprus, Aristotle University of Thessaloniki: Department of Law, V&F, Makedonia Airport, Samsung, ACER, National School of Judges, Greece, Peugeot, Renault, PhD students, "Ithaki", BuySell Real Estate Agency, Nareg Schools, VK mobile manuals, Mustek DVD player manuals, Computing, Scientific articles, Contracts, Games, Medical texts, Palex, Konami

IT Skills

- Microsoft Office (Excel, Access, Power Point, Word)
- Software: TRADOS, SDLX, DÉJÀ VU, WORDFAST, Framemaker, Dreamweaver
- Subtitling: 30-hours practice on AVI software, ALPHA television (Athens, Greece)
- PC and MAC user

Publications & Conferences

- Florou, E., (2009) "Translating Medical texts from English to Greek: Problems and Strategies", 2nd Meeting of Greek speaking Translators: Translation Research and Translation Practice in Greece, Thessaloniki, Greece, May 7-9
- Florou, E., (2008) "Establishing the relationship between Machine Translation, Controlled Languages & Text Alignment Results: Theoretical Framework and Limited Empirical Findings" presented at the 18th FIT (International Federation of Translators) World Congress, Shanghai, China, August 4-7. (proceedings)
- Florou, E., (2006) "Controlled languages and Machine Translation" presented at the 1st Meeting of Young Researchers in Translation Studies, Thessaloniki, Greece, November 1-3 (proceedings)
- November 2009: Participation in the 9th Portsmouth Translation Conference "The translator as writer" organised from the University of Portsmouth
- September 2002: Participation in the International Translation Conference "Translating in the 21st Century: tendencies and perspectives" organised from the Aristotle University of Thessaloniki

References

Upon Request