

# Elena Ivanova

10 years in the industry with focus on marketing texts

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## Summary

Professional translator working in the field for 10 years specializing in marketing and IT-related texts. Cross-disciplinary education (specialist degree in applied linguistics) gives both technical and language knowledge necessary for IT translations. Highly experienced in translating all sort of texts that require good style (like magazine articles, educational materials, and promotional texts). Familiar with translation workflows and many commonly used computer added translation tools, but also always open to learn new technologies and ways of working.

## Working pairs

English-Russian

French-Russian

Spanish-Russian

## Subject areas and projects

### IT

Software localization (for computers and mobile devices). Help files, user guides, license agreements and similar documentation.

New solutions and device descriptions.

Articles for an online computer magazine.

Educational materials.

### Marketing and sales

Educational materials on sales procedures and best practices (IT products, cars).

Business cases.

Promotional texts (computers, mobile devices, also tourism, cosmetics, etc.)

Polls and questionnaires on customer satisfaction.

### General corporate materials

Corporate magazines (company news, technologies, environment issues, interviews, etc.)

Corporate code (ethics code).

Web-site updates.

All sorts of general texts, single projects in social sciences, correspondence, etc.

## Education

2001-2006

State University of St.Petersburg, department of Applied Linguistics. Specialist degree in applied linguistics. State exams in English, Spanish and German.

2004

DALF

2001-2002

Courses of French in L'Ecole de l'Alliance Francaise in St.Petersburg

1991-2001

School 155 of St.Petersburg specialized in French language and literature

## Experience

2012

Prize winner (French – technical – second place) at the 12<sup>th</sup> competition of young translators "Sensum de Senu" run by the Translators' Union of Russia

Since 2006

Full-time freelance translator, registered individual entrepreneur

2004-2006

Part-time in-house translator at Petersburg Translation Bureau (project management, translation, editing, proofreading)

2004

Prize winner (German – poetry – 1<sup>st</sup> place) at the 4<sup>th</sup> competition of young translators "Sensum de Senu"

2003-2004

Teacher at school 359 (English and French for beginners)