

# TURGUT EMRE DEMİRAY



**Phone:** +90 533 437 90 04

**E-mail:** [emredemiray@gmail.com](mailto:emredemiray@gmail.com)

**LinkedIn:** [www.linkedin.com/in/t-emre-demiray/](http://www.linkedin.com/in/t-emre-demiray/)

**Proz.com:** [www.proz.com/profile/1324837](http://www.proz.com/profile/1324837)

**Birth date :** 22.06.1984

**Place of birth :** Istanbul

**Nationality :** Turkish

**Martial status :** Married

**Occupation:** Professional Turkish Translator

**Native Language:** Turkish

**Language Pairs:** English > Turkish

Turkish > English

**Specialization:** IT & Gaming (Websites, Games, Computers, Software, Hardware, Consumer Electronics, Telecommunication), Marketing, Public Relations, Communications, Technical Translation (Manuals, catalogues, user guides, surveys, product specifications) and Crypto & Fintech.

## **Translation experience:**

09.2006 – Present Freelance Translator

- English to Turkish translation, proofreading

- Turkish to English translation

## **Direct Clients:**

*Local Eyes Ltd.*

- Part of the select Turkish translation team which is responsible for the main client (Cupertino based, world leader company in smartphone, tablet and software services).
- Responsible for marketing communications content translation including product web pages, specifications, marketing materials, social media ads, press releases etc.
- Handling translations of online store content including product and accessory descriptions.
- Attending quarterly workshops which happen before product and service launches to prepare all related content translations in full confidentiality.

*GlobaLoc GmbH*

- Part of select Turkish translation team.
- Responsible for translating content of Fortnite which is a worldwide phenomenon with nearly 240 million monthly players.
- Handling technical translations for Unreal Editor for Fortnite and Fortnite Creative. Translating highly technical documentation and tooltips for developers, animators, and game designers.

### *Funplus International AG*

- Turkish game content translator of Funplus International AG which is one of the leading mobile gaming companies in the world.
- Responsible for the content translations for the company's biggest games including King of Avalon, Call of Antia and State of Survival.
- Translating character, spell, weapon, skill and building descriptions; game lore and story elements; game update details; in game stats and descriptions; player communications of the game King of Avalon which is downloaded more than 50 million times in Google Play and more than 100 million times in Apple App Store.,
- Translating character, spell, weapon, skill and building descriptions; game lore and story elements; game update details; in game stats and descriptions; player communications of the game Call of Antia which is launched in 2022 and downloaded more than 1 million times in Google Play and Apple App Store.
- Translating character, spell, weapon, skill and building descriptions; game lore and story elements; game update details; in game stats and descriptions; player communications of the game State of Survival which is downloaded more than 50 million times in Google Play and Apple App Store.

### *Lan-Bridge*

- LQA specialist for Eng-Tur language pair.
- Handling LQA tasks for Eng-Tur translations. Checking and reviewing the translations for accuracy, readability, punctuation, and consistency. Preparing detailed LQA reports based on the assessment.
- LQA content is mostly based on software, hardware, IT and technical.

### *Lionbridge Technologies Inc.*

- Part of Turkish team of Google's AI prompt localization project.
- Translating prompt examples for Google's AI chat bot.
- Reviewing translated prompt examples and AI answers/replies and revise them to be more suitable for the local audience.

### *Language Line Solutions (formerly Capita Translation & Interpreting Ltd.)*

- Most experienced member of the Turkish translation team.
- Responsible for the main client AMD which is one of the leading CPU and GPU manufacturers and designers in the world.
- Translating B2B marketing content for AMD including campaign announcements, social media posts, advertising etc.
- Handling translations of sales guides, marketing guides, tips for resellers and vendors, guidelines etc.
- Translating product descriptions, terms and conditions.

### *ASUS Turkey Open Platform Business Group*

- Lead translator for the ASUS Turkey Open Platform Business Group which is responsible for gaming peripherals, motherboards, graphics cards, monitors, network products.
- Responsible for the translations of product pages, press releases, marketing materials, point of sale materials, sales and marketing guidelines, campaign announcements, advertising, social media posts.

### *Viewsonic Europe Ltd.*

- Translator for ViewSonic which is a Taiwan and US based leading monitor and projector company.
- Handling translations of product web pages, press releases and marketing materials.

### *Acer Turkey*

- Translator for Acer Turkey which is one of the leading consumer electronics companies in the world.
- Translating press releases, marketing communication content and advertisements.

### *Transparent Translations*

- Member of Turkish translation team for consumer electronics and IT clients.
- Handling translations of Panasonic and Huawei.
- Translating marketing guidelines, terms and conditions, product specifications.

### *Venture Translations*

- Member of Turkish translation team responsible for blockchain and crypto exchange clients.
- Translation of app and web page content of Trade Santa which is a crypto trading bot software.
- Translation of app and web page content of Stoic which is a crypto trading bot software.

### **Previous and Indirect Clients:**

- Google
- SDL Turkey
- NVIDIA
- Kaspersky
- Samsung
- Kingston
- Nutanix
- SAS
- Nike
- Vive
- Hitachi
- Optoma
- Honeywell
- Forcepoint
- McAfee
- Petronas
- Palo Alto Networks

### **Previous job experiences:**

07.2014 – 10.2016     **F5 Communications Management**  
Director

- Managing team of communication specialists
- Making translations for content creation such as press releases, advertorials, speech notes and other creative content
- Preparing annual/biannual/quarterly media relations, marketing communication plans
- Determining communication targets and target audience for the clientele
- Overseeing the execution of the plans and prepare reports due to clients' requirements
- Handling media relations for the clientele, setting up interviews
- Organizing media events, managing invitations and RSVPs

12.2012 – 07.2014     **ASUS Turkey OPBG**  
Marketing Specialist

- Translating product specifications, marketing materials, official website, point of sale materials, user guides, catalogues
- Responsible for media relations and digital marketing
- Prepared media advertising and digital marketing plans
- Made advertising deals and oversaw the execution of digital/printed projects
- Controlled payment process of media projects, allocated related budgets.
- Managed sample rotation of products
- Prepared reports about exposures, reviews and awards
- Organized media events
- Handled point of sales marketing projects
- Prepared point of sales marketing budgets and oversaw the execution of the projects

08.2011- 12.2012     **Technolabs.net**  
Editor in Chief

- Responsible for all the content in Technolabs.net
- Translation of technology, computer, IT, software, hardware, consumer electronics news and articles for publishing
- Managed team of editors for daily news feed
- Responsible for sample product management, assigning editors with reviews and articles

- Made video and written tech product reviews
- Prepared special social media and media projects and advertorials for companies

06.2009 – 08.2011 **ShiftDelete.Net Internet Publishing**  
Hardware Editor, Test Center Coordinator, Project Manager

- Made written and video product reviews
- Made comparison tests between technological products ranging from smartphones to motherboards
- Translation of technology, computer, IT, software, hardware, consumer electronics news and articles for publishing
- Prepared daily tech news
- Wrote technology based articles

02.2009 – 06.2009 **Techno-labs.com**  
News Director

- Managed daily news content of Techno-Labs.com
- Translation of technology, computer, IT, software, hardware, consumer electronics news and articles for publishing
- Managed team of news editors for content creation
- Prepare weekly/monthly content plans for Techno-Labs.com

01.2008 – 02.2009 **PC Magazine Turkey / Electronic Gaming Monthly Turkey**  
Editor

- Prepared computer hardware pages of the magazines
- Made product reviews
- Translation of technology, computer, IT, software, hardware, consumer electronics news and articles for publishing
- Wrote tech articles and news
- Made video game reviews

08.2006 – 08.2007 **A Plus Entertainment Network – Technolabs.net / MerlininKazani.com**  
Editor

- Translation of technology, computer, IT, software, hardware, consumer electronics news and articles for publishing

### **Certificates:**

Proz.com Certified Pro Certification - 2017

### **Software knowledge:**

- \* SDL Trados Studio
- \* memoQ
- \* Memsources
- \* SDLX
- \* Translation Workspace
- \* Google Translator Toolkit
- \* Idiom Worldserver
- \* Microsoft Office Word – Excel – Powerpoint
- \* Adobe Photoshop
- \* Adobe Premiere
- \* Wordpress

### **Education :**

2002 - 2006 **Yıldız Technical University Faculty of Arts and Sciences**  
Statistics (Bachelor's Degree)

1999 – 2002 **Yeşilköy 50.Yıl Anatolian High School (İstanbul)**  
Science - Mathematics

1995 – 1999 **Yeşilköy 50.Yıl Anatolian High School (İstanbul)**  
Secondary Education

1990 – 1995 **Fındıkzade İlköğretim Okulu (İstanbul)**  
Elementary Education

**References:**

Murat Demirok – F5 Communications Management – Chairman  
[muratdemirok@f5-pr.com](mailto:muratdemirok@f5-pr.com)

Erkan Genç – ASUS Turkey OPBG – Business Development Manager  
[Erkan\\_genc@asus.com](mailto:Erkan_genc@asus.com)

Laila Gamal Kulan – ASUS Turkey OPBG – Marketing Manager  
[Laila\\_gamal@asus.com](mailto:Laila_gamal@asus.com)

Ecevit Biktım – Former PC Magazine Editor in Chief  
[Ecevit@donanimgunlugu.com](mailto:Ecevit@donanimgunlugu.com)

Selen Bozkurt Demiray – Freelance Translator  
[selenbozkurt@gmail.com](mailto:selenbozkurt@gmail.com)