

# Paula Góes

Creative Language Specialist | Brazilian Portuguese

She/Her

Based in the UK + Italy

(44) 7940487617

[paulissima@gmail.com](mailto:paulissima@gmail.com)

[linkedin.com/in/paulagoes](https://www.linkedin.com/in/paulagoes)

[paulagoes.wordpress.com](https://paulagoes.wordpress.com)

## EXPERIENCE

### Tripadvisor, London — *Language Lead*

MAY 2017 - PRESENT

Tripadvisor is the world's largest travel guidance platform, and I am the voice of authority for all content in Brazilian Portuguese, providing the seal of approval for several types of content, and the go-to expert in Brazil related consultations.

- Responsible for in-country editing, proofreading, quality control and in-context review/testing for websites and apps;
- Owning and improving constantly linguistic assets (style guides, glossaries) as new product and features are released;
- Owning and performing quality checks on the localised content, optimising the quality of the translations by collaborating with vendors, with proficiency in DQF and/or other language quality frameworks;
- Working in a team of international linguistic experts, localization leaders and translation decision-makers and contributing to the establishment of cross-functional localization best practices;
- Supporting the search, SEO, SEM and in-country teams through researching and evaluating keywords and workarounds.

### Avaaz, [avaaz.org](https://avaaz.org) — *Member Engagement Consultant*

MAY 2016 - APRIL 2017 (1 year)

Avaaz is a global web movement to bring people-powered politics to decision-making everywhere. I mainly supported members from Brazil, Portugal and other Portuguese speaking countries, but would also support English speaking members when necessary.

- Monitoring and responding to member correspondence (in Portuguese and English); Managing donations and volunteer requests;
- Identifying opportunities for strong campaigns raised by members;
- Contributing to the monthly correspondence report;
- Reporting technical issues, campaign feedback, and other member suggestions to the wider Avaaz team;
- Assisting campaigners with translations of campaign materials.

## SKILLS

Translation, validation, proofreading, editing, transcreation, and subtitling

Website, app and game localization

Linguistic quality control, A/B tests and bug tracking

Cultural awareness

Community building

Project management

## LANGUAGES

**Brazilian Portuguese:** native

**English:** fluent

**Spanish, Italian:** intermediate

**French, Hungarian:** beginner

## CLIENTS

As a freelancer since 2016, I have worked for the following companies and organisations:

Apple, Rolex, Montblanc, Schrodgers, BBC, Netflix, WPP, L'oreal, HSBC, Intel, JungleDrums magazine, FairCoop, Witness.org, Amnesty International, World Wide Web Foundation

## **Global Voices, globalvoices.org — Various positions**

Global Voices is an international, multilingual, primarily volunteer community of writers, translators, academics, and human rights activists who leverage the power of the internet to build understanding across borders. I had several roles in my ten years with the organisation:

### ***Translation Project Manager***

JANUARY 2015 - JUNHO 2017 (2 years 6 months)

I implemented Global Voices translation services from ideation to execution. I managed localisation and translation projects from single-issue orders to complex, multilingual jobs that required rapid delivery of translated work.

- Briefing, budgeting, and reporting on performance;
- Source file preparation, file formatting, copy checks, translation checks;
- Taking ownership of any issues and addressing these quickly and effectively; manage, filter and solve translators' queries;
- Delivery of projects to client's expectations; performing linguistic and formal checks on translated text prior to delivery to client.
- Invoice processing and reporting

### ***Lingua Project Community Manager / Multilingual Editor***

SEPTEMBER 2010 - JANUARY 2015

I was responsible for outreaching, managing, nurturing, mentoring, and supporting a culturally diverse base of hundreds of translators of the Global Voices Lingua Project, supporting over 30 languages. My focus was on developing good strategy and partnerships for established Lingua Project sites, starting new languages, reviving communities and developing the link between the Lingua Project and main newsroom.

- Developing tools for the community and supporting volunteers;
- Managing the relationship between Global Voices Newsroom editors and multilingual editors of the Lingua Project;
- Creating workflows for publishing and facilitates rapid translation of content, to create a truly multilingual environment;
- Helping monitor quality of content across established the Lingua Project sites;
- Creating partnership opportunities with media outlets
- Project documentation and reporting.

### ***Lusophone Editor***

DECEMBER 2007 - AUGUST 2010 (2 years 9 months)

I was in charge of recruiting, training, supporting and editing the work of a group of volunteer reporters and translators writing on local issues from Portuguese speaking countries for Global Voices.

- Recruiting volunteer writers and translators from South America, Europe and Africa;
- Researching news stories, paying extra attention to issues ignored or misrepresented in the mainstream media;
- Writing and editing articles in English to raise global awareness of the above, including translating content as appropriate.

### **iGlobalMedia Marketing UK, London — *Brazilian Portuguese Localization Specialist***

FEBRUARY 2006 - MAY 2010

Digital entertainment company with gaming products on mobile, tablet and desktop.

- Content translation, localization, proofreading and validation for several websites, micro-sites, and games;
- Researching keywords and liaising with the marketing department giving content more SEO and SEM visibility;
- Managing translations and user acceptance testing of the company's multilingual e-wallet website into 12 languages;
- Working as a deputy for the translation coordinator, coordinating translation requests and liaising with translation vendors;

## **EDUCATION**

### **Universidade Federal de Alagoas, Brazil — *Social Communication and Journalism***

1995 - 1999

I graduated with honor. In Brazil, I worked as a TV producer and Web Reporter for several news outlets in two different states.

### **University of East London, London — *Psychosynthesis Counselling***

2012 - 2015

This diploma has provided me with a range of interpersonal, soft skills, such as empathy and non-judgemental listening, which enables me to gather feedback more effectively.

## **PROJECTS**

### **Eleitor 2010 — *Crowdsourced citizen elections monitoring in Brazil***

I was the co-idealizer and chief mobilizer of Eleitor 2010, a pioneer project that used the power of new crowdsourcing technologies (Ushahidi) to motivate people to monitor and report crimes during the Brazilian presidential elections in 2010, creating a database that the authorities could use to investigate and prosecute.

### **Nowhere, Microburn and Burning Nest — *Burning Man Network***

Nowhere is a non-profit arts and community festival in Spain, whereas e, Microburn and Burning Nest are in the UK. They are part of the Burning Man worldwide network. I usually join several teams during the festivals: Welfare, Gate, Rangers, Leave no Trace, Info. I am the Official Cat for Camp Costume Camp. Meow!