

NATALIA GOROBINSKAYA

+34-644-387-359

natalia@word-to-word.com | www.word-to-word.com

Cuesta Santo Domingo 10, 2D
Madrid, 28013
Spain



FREELANCE TRANSLATOR/INTERPRETER & PROJECT MANAGER

Nov 2005 – Current

A languages: Russian (native), Ukrainian (native), English (habitual use)

B languages: Spanish (advanced, primary language for 3 years)

- 6+ years of work as freelance translator/interpreter, performing translation, transcreation, proofreading, consecutive and simultaneous interpreting.
- 4+ years of experience in the role of translation projects coordinator and translator with Paley Media Inc. and independently.
- 7 years of work in managerial positions in Marketing Research and On-line Advertising at the top-tier companies.
- Places of Residence: Kharkov, Ukraine (native); New York, NY (11 years); Dublin, Ireland (1 year); Madrid, Spain (3 years).
- Based in Madrid, Spain; available to travel.
- U.S. citizen, working and resident permit in EU.

RELEVANT PROFESSIONAL EXPERIENCE

Translation Specializations

- Government & Social Services:
 - Published: *"Ley de Turismo de las Illes Balears"*, Immigrant Rights and Services Manual for the Office of Manhattan Borough President (published), New York Immigration Coalition *"New Immigrant Guide"*, United Nations Parliamentary Assembly pitch materials
- Localization & Transcreation:
 - Google AdWords user interface & customer communications, travel websties, hotel websites
 - Creative translation of SonyEricsson marketing materials for the website for their 10 new products. Search engine optimization including key-words translation and research.
 - Hotels' website localization for major hotel marketing agency
- Marketing & Adveritizing:
 - Google AdWords related marketing materials
 - Presentation materials, official newsletters, personal communications, brochures, instructional materials
- Legal:
 - Work agreements, contracts
- Literary:
 - Published: novel *"For Better, for Worse"* by Carole Mathews
- Proofreading, editing, linguistic review:

- o Google Inc. products (AdWords, AdSense), SonyEricsson, Cisco, HCL, Yahoo!: user interfaces, documentation, help files, standard responses and marketing communications.
- Audio and video materials transcription, translation and review:
 - o Audio trainings (webinars) for Google AdWords and Yahoo!
 - o Video subtitling, voice-overs verification and review.

Interpreting Specialization

- Liaison & Consecutive Interpreting:
 - o Russian Ministry of Trade stand at Pharma Expo; Russian delegation during visit to Denominacion de Origen Valdepeñas and local wineries; Companies and organizations: Praxair (gas industry), Telvent (energy resources), Center for Capital Assistance (work family and friends of a citizen convicted to death penalty)
 - o Training courses in *Effective Procurement and Logistics Practices*, *Oil Loss*, *Corporate Management and Law*, cultural visits of Madrid.
- Simultaneous Interpreting

PALEY MEDIA Inc., Seattle, WA

Consultant/Freelance Translator

2006 –2008

- Management of freelance writers and translators.
- Consulting, editing and managing the content of the websites on a daily basis.
- Translation of articles on business, culture, history, and travel, as well as legal documentation posted on the websites.

OTHER PROFESSIONAL EXPERIENCE

GOOGLE Inc., Dublin, Ireland

Account Strategist @ AdWords Russian Market

2008 –2009

- Coordinated and managed business development project *Account Development at Scale (ADS)* within Russian team. Facilitated productivity increase within the immediate team.
- Provided account management service for Google advertising program AdWords for Russian-speaking clients.
- Localization coordinator of automatic responses and regular external communications to Russian-speaking clients.
- Translated and localized on-line training presentations about Google AdWords product and ADS pitch materials.

TIME WARNER INC., New York, NY

Time/Warner Retail Sales & Marketing | Information Management & Research

Research Manager

Jul 2002 – Dec 2007

- Developed and presented to the top management results of in-house innovative market research for People Magazine using A. C. Nielsen household data and Homescan data. The reports included detailed analysis of consumer trends nationwide in most profitable magazine category.
- Conducted marketing research of magazine distribution and demand trends, interpreted the results and presented them to brand management, consumer marketing department, and outside clients for a portfolio of 10+ leading magazines including *People*, *InStyle*, *All You*, *Martha Stewart Living*, *Sports Illustrated*, and others.
- Managed multiple projects with strict deadlines. Established and developed relationships with marketing teams and outside clients. Oversaw associate manager and interns.
- Designed and oversaw development of automated data analysis tools.
- Supervised the work of associate manager and interns.

Career progression & Key achievements:

Assistant Research Manager

2002 – 2003

Associate Research Manager	2003 – 2005
Research Manager	2005 - 2007

Awards:

Time Inc. 2006 Consumer Marketing Award for Excellence in Marketing:
All You Brand Development.
 Time Inc. 2006 Consumer Marketing Award for Excellence in Marketing:
 Inventory Management.

OTHER EXPERIENCE

Volunteer

- American Museum of Natural History (New York, NY): database development, project description
- Wildlife Trust: field data collector for Heron project
- Educación Sin Fronteras: translator

Teacher of English and Russian

Jan 2008 – Nov 2012

- Teaching English and Russian to various groups of students, including young children (ages 6-8) and adults, Business English, Conversational English. Develop individualized programs depending on the levels, and skills of the students.
- Worked at the following educational centers: Centro De Estudios 3c, Tres Cantos, A&Z Centro Internacional De Idiomas, WES Idiomas, Company Class Inc.
- Private classes of Russian, Brooklyn, New York (Apr 2008 – Oct 2008)

EDUCATION

Universidad de Alcalá de Henares:

Master en Comunicación Intercultural, Interpretación y Traducción
 en los Servicios Públicos

2012 – In Progress

Universidad Autónoma de Madrid:

Master en Pensamiento Español y Iberoamericano

2011 – Pending

New York University, School of Business, New York, NY:

Bachelors of Science, Finance and Marketing

1999-2002

Kharkov State University, Kharkov, Ukraine:

International Economic Relations
 (transferred to NYU)

1996-1998

Non-Degree studies:

Columbia University, New York, NY: studies in Psychology (Spring semester)	2004
CUNY Hunter University, New York, NY: studies in technique of translation	2005
University of Montana, MN: studies in Ecology of Mammals (Summer semester)	2006
Complutense University, Madrid:	
Spanish Language and Culture	(Winter semester 2008, Fall semester 2009)

CAT TOOLS: SDLTrados, MemoQ | **COMPUTER SKILLS:** Microsoft Office Package (Word, Excel, PowerPoint, etc.), Statistical Analysis Software (SPlus, SPSS) | **CERTIFICATES:** TESOL Certificate |