MARCELLO LEGA
Copywriting & transcreation expert

CONTACT
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IN A FEW WORDS

- Accurate and creative Italian copywriter and translator
- Enthusiastically specialized in Marketing & Advertising, IT, Video Games and Literature
- Services: copywriting, transcreation, translation, proofreading, QA and subtitling.

AGENCIES that trust me: Lionbridge, Welocalize, Codex Global, FranklyFluent, All-In Translations

COMPANIES that I have (or had) the pleasure to help: Google Inc., Dropbox, Ray-Ban, Spotify, Avigilon, Xerox, Desigual, Mail Boxes Etc., Panda Cybersecurity, Camaloon, Wizards of the Coast, Blizzard, PlayTech, PokerStars, Toyota, Amazon.

STRENGTHS

- Italian mother tongue: excellent grammar and spelling
- Creative and engaging writing style
- Excellent command of Spanish, English and Catalan
- 10 years of experience in web content and software localization
- 15 years of experience in content creation
- Committed to a lifelong learning and skills updating approach
- Extensive knowledge of major CAT and QA tools
- Extensive knowledge of Google AdWords, AdSense, Analytics and other Google digital marketing platforms

EXPERTISE

- IT: general, digital marketing tools, cybersecurity, ERP, CMS, CRM
- Internet: websites, blogging, e-commerce, streaming channels, communities, AdWords ads, SEO, social media
- Games: RPGs, card-based and survival games, mobile games, online poker, slots

- Marketing & advertising: branding, digital marketing, online ads, Google products, personal brands
- Business: process management, internal communication, supply chain, customer service
- Literature: fantasy, sci-fi, adventure novels and modern Italian and North American literature.

SERVICES

- Copywriting: advertisement, naming etc.
- Content creation: blogging, web content, newsletters, press releases, product listings, ads, help content, UI etc.
- Transcreation: campaign adaptation to the Italian audience
- Translation and localization
- QA check, LSO, proofreading, linguistic reviews
- Style guide creation

PROFESSIONAL EXPERIENCE

Freelance copywriter and translator [Sept. 2008 – present]

Since 2008 I've been working as a freelancer for major agencies like Lionbridge and Welocalize, as well as for companies, mostly writing web content and taking care of transcreation and localization projects. Since 2014 I'm part of a small group of linguists that localizes the most popular Google products as AdWords, Maps and GMB.

In-house copywriter
Mail Boxes Etc. (Barcelona, Spain)   [Oct. 2006 – May 2008]

They trusted me with the creation of Italian B2B and B2C content for different channels: web, intranet, mailing, phone support. I also helped in the set-up of the content marketing strategy for Italy and Spain.

In-house copywriter
Alimon (Grosseto, Italy)   [June 2004 – June 2006]

I took care of the advertisement content of several local clients (SMEs), while also managing those accounts.

Press agent
A.O.U.S. (Siena, Italy)   [Sept. 2003 – June 2004]

I was a member of the internal press agency, writing press releases for local and national magazines and papers. I was also in charge of the daily press review.

EDUCATION

- Master's degree in **Intercultural Communication**, 2008 [Barcelona, Spain]
- Bachelor's degree with Honours in **Communication Studies** (3+2 years, specialization in online communication and creative writing), 2006 [Siena, Italy].

ABOUT ME

My **mission** is to deliver accurate and creative content on time and building a long-lasting relationship with my clients.

I only write and translate content of subjects that I feel comfortable with, which means that it matches one of my **expertise** areas and personal interests.

This is my personal definition of **good content**: accurate, informative, easy-to-read, target oriented and engaging.

DROP ME AN EMAIL AND LET'S TALK ABOUT YOUR NEXT PROJECT!