**Elisa Butler**

International Business Analyst - French-English Translator/Copy Editor

SEO Management & Localization/Transcreation

France - NYC butler.elisa@gmail.com +1-201-780-1159

American with an MBA and a Doctoral degree in International Trade Management (both completed in France).

* 20 years working with manufacturers and service providers throughout Europe, primarily in France and Switzerland.
* Authored bilingual (French-English) strategic financial documents, IT manuals, sales literature, packaging, and brochures. Verification of translated documents (customs requirements, international legal documents, patent & copyright registration).

For the last 7 years, I have been using my translation skills and international experience to help companies with their website translations & localization, Search Engine Optimization (SEO), editing & proof-reading, and determining keywords/keyphrases relative to competitors.

**Skills**

* Translation team project management
* Localization/transcreation (translation adaptation into linguistic & cultural context)
* Google Adwords campaigns (SE Advertising) - Industry specific SEO keyword extraction
* Memsource CAT - Currently learning Cafe Trans Expresso
* Proz.com member since 2007
* CMS & Drupal (St. Gobain project), WordPress, HTML

**Work Experience**

**Butler International Consulting - France 1995-2015**

* Management of international sales, marketing and logistics of export departments manufacturers and service providers throughout Europe – primarily with the USA target market.
* Authored clients’ bilingual (French-English) documents and have expert knowledge on translating in the following sectors: industrial chemicals, cosmetics, geo-textiles, furniture, DIY products, agro-industrial products, wines, spirits, and housewares industries.

**Website Translation, SEO and Localisation - NYC 2015-Present**

**TRAVOD International – Website Edit and SEO Management European**

Revision & EU legislation verification of 19,000 words French healthcare cosmetics website, edited/updated SEO key-words/phrases in Memsource CAT.

**St Gobain - St. Juste Project - Website Translation, SEO, Market Competition Keywords**Website translation; Extracted, analysed and determined client keywords/keyphrases from 70,000 French competitors using Alyse. Created Google Adwords campaign; uploaded to St. Gobain’s CMS (Content Management System)

**Team Member Nissan Renault Mitsubishi Alliance****- CGR “Session Extraordinaire”** Extraordinary Session for Operating Board Meeting - Translation of 12,000 words

**Volvic Danone Website Revision and SEO Edit**

Revision of 25,000 word, 80 page website, edited/updated SEO key-words/phrases in XML database, 150 page proof.

**Editor *–*** Lupus Alpha Asset Management, AG

Verified, edited and organized a German-English list of 1000 SEO key-phrases for German financial institute.

**Project Lead - Atos***–* **French Department of Defense Project**

On-site contract to translate and edit IT documents for a highly secure military project.

**Competitive Intelligence Research – Prevendra**

Provide primary and secondary research in support of a competitive intelligence project for a private (confidential) client. Deep multiple-subject research reports, daily spreadsheet updates, breaking industry news notifications.

**Rockcliffe University, Board of Directors 2007-Present**

Rockcliffe University Consortium is an online organization dedicated to the advancement of technology in digital education.

One of the 5 primary board of directors charged with the trusteeship, financial management, program planning implementation, evaluation and communication with my specific focus on networking opportunities and social media.

**Education**

**Doctoral Level Degree in International Trade and Business Management**

Marseilles, France - Centre D' Études Du Commerce Extérieur / EUROMED -CECE

International Graduate School of Management (Grande École)

**MBA**: **International Business – University of Toulon** - Toulon, France

Udemy: Translation Project Management, SEO 2020, SEO Localisation  
Proz.com: Cafe Trans Espresso classes (Translation Memory Tool)