

Contact

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(Personal)
subtle-subtitlers.org.uk/
professional-profile/Lajka/
(Company)

Top Skills

Translation

Spanish

English

Languages

Danish (Native or Bilingual)

Estisk (Elementary)

English (Full Professional)

French (Limited Working)

Finnish (Elementary)

Spanish (Full Professional)

German (Limited Working)

Certifications

Vendor SEO Certification

Speed up you subtitling workflow

Become an SEO Expert

Slator Digital Marketing

School of Advanced Technologies
for Translators

Lajka Birkedal Hollesen

Co-founder @Localised Web | LSP Owner | Project Manager |
Subtitler & QC'er | Translator, Editor & SEO Linguist | Translating
digital media, localizing websites, products, and services
Tallinn, Harjumaa, Estonia

Summary

I help organizations create and localize content that engages target audiences by co-managing Localised Web that offers:

- translation and review
- transcreation
- international SEO
- subtitles
- SEO audits
- terminology services
- language consultancy.

I have 10 years' experience in writing and translation services for a wide range of industries, mainly The European Union, IT, websites, travel, and subtitling in the language combinations English-Danish and Spanish-Danish. I have also managed translation projects within app technology and for WordPress websites and completed various SEO training sessions from industry experts specializing in international SEO.

Added to the above-mentioned experiences was the enriching language learning path and cultural insights during my 5 year's study and work period in Spain where I became proficient in Spanish.

In January 2018 I co-founded Localised Web – an agency that today offers translation in 180+ language combinations and international SEO for a number of languages. The agency offers language services for various sectors and subject fields with a special focus on localization of digital media such as websites, apps, devices, videos, and software.

We translate and optimize on-page elements that are important for international SEO such as keywords, meta descriptions, headers,

and images to improve search engine rankings, organic traffic and conversions. We also provide marketing translation, transcreation and SEO translation in several languages.

Experience

Localised Web

Owner and Co-founder

January 2018 - Present (5 years 3 months)

Tallinn

- Co-management of professional translation offered in 180+ language combinations and transcreation and SEO translation in 15 language pairs, subtitling in 25 language pairs.
- Business development and vendor management.

Translated

Lead Linguist / Reviewer / Translator

August 2018 - Present (4 years 8 months)

Rom-området, Italien

- Danish Lead Linguist for online booking platform for museums and attractions.
 - Translation, revision, subtitling (English / Swedish / Norwegian - Danish) for 5 different accounts within the travel sector, IT and creative industries, such as Airbnb and Google.
- CAT-tools: MateCat, MateSub, Polyglot, Trados, Memsource.

SAMTEXT International Text Agency

QC Specialist / Subtitler

October 2021 - Present (1 year 6 months)

Norway

In the language combinations Norwegian-Danish, Swedish-Danish, Danish-English and English-Danish:

- Subtitle creation with time coding and translation of corporate videos.

True Subtitles

Subtitler

December 2021 - Present (1 year 4 months)

Buenos Aires Province, Argentina

English to Danish template translation of Netflix feature films.

RWS Group

Translator, Reviewer and SEO Linguist

August 2019 - Present (3 years 8 months)

- Danish marketing edit, SEO: Keyword analysis and on-page optimization for multinational e-commerce platform.
- August 2019 - January 2021: Danish Lead Reviewer for global streaming service until a satisfactory subtitle quality level was reached.
- Translation of help content, marketing and technical text for multinational IT company.

Tools: Polyglot, Smartling, Trados, Memsource, CaptionHub, SEMrush.

Trip.com Group

Linguist

July 2021 - Present (1 year 9 months)

- Translation and proofreading of user interface and marketing texts.
- In-app testing of user journey for Danish market.

SDL

Danish Translator / Reviewer

July 2021 - Present (1 year 9 months)

Copenhagen, Capital Region, Denmark

- Translation of help content, marketing and technical text for multinational IT company.

Plint

Subtitler

April 2020 - Present (3 years)

Stockholm Metropolitan Area

For the language pairs English-Danish and Spanish-Danish:

- Subtitling from template
- Subtitle conformance
- Full QC and spot QC
- Augmented translation tester

Acolad group

SEO Linguist

December 2021 - February 2022 (3 months)

Luxembourg

SEO and marketing text review for the Danish market during rebranding of Acolad's website from amplexor.com to acolad.com.

Intertranslations Ltd

3 years 9 months

Lead Linguist

May 2017 - January 2021 (3 years 9 months)

Athen, Greece

- Reviewed approx. 1,600 pages (English-Danish) produced by EUIPO, OLAF and the European Commission.
- Introduction webinar for Danish junior translators and language quality inspection.

Translator

May 2017 - October 2017 (6 months)

Athen, Greece

- Translation (English-Danish) of legal, financial, technical texts depending on the relevant DG of the European Commission.

CAT-tools: Trados, Memsource.

Verboo

Subtitler

May 2018 - April 2019 (1 year)

London, Storbritannien

- English origination (without template) of Danish television shows.
- Subtitling and QC (English-Danish) of tv shows, films and documentaries.
- Edit timed text files and QC dubbed audio files and conformance to final proxy.

Subtitling programmes: Client's own tool, Adobe Premiere.

Airbnb

Translator/Reviewer

October 2016 - August 2018 (1 year 11 months)

San Fransisco, Carlifornia

- Translation of strings (English-Danish) in the Airbnb translation tool.
- I continued as translator/revisor of Airbnb content through the LSP, Translated.

Makeover Services International

1 year 9 months

Senior LinkedIn Makeover Consultant

May 2016 - January 2018 (1 year 9 months)

Copenhagen Area, Denmark

- LinkedIn profile VIP makeovers and consulting services.
- Personal and corporate branding.

LinkedIn Makeover Consultant

May 2016 - November 2017 (1 year 7 months)

København

- LinkedIn profile makeovers and consulting services.
- Personal and corporate branding.

Dansk Journalistforbund - Medier & kommunikation

Vice Chairman Of The Board - Forum for Audio-Visual Translators

March 2016 - December 2017 (1 year 10 months)

Copenhagen, Denmark

- Vice chairman from March 11, 2017.
- Web content management and newsletters.
- Member of the Subtitling Price Committee and delegate under the Danish Union of Journalists.

Deloitte España

Reviewer

April 2015 - April 2016 (1 year 1 month)

- Updated EUIPO's main documentation in the context of legal reform - Change of Name
- Replacements of terms and articles (English-Danish) in 875 pages and 1,300 labels.
- Harmonization indications of product Revision of 14,200 masters.

BTI Studios

In-house/Freelance Subtitler

November 2013 - 2016 (3 years)

Copenhagen Area, Denmark

- Danish subtitling from English, Spanish (+Latin American), Italian, Norwegian and Swedish.
 - Recuts and proof reading.
 - QC of Spanish audio and US English text for VOD.
- Subtitling programme: Swift Create.

Cartoon Network

Project Manager

February 2015 - April 2015 (3 months)

Copenhagen Area, Capital Region, Denmark

- Metadata clean up for Cartoon Network App.
- Addition of Scandinavian synopses of animated series at series, episode and element level.
- Danish, Swedish and Norwegian translation management.
- Transcription of episode and element titles in Curator Media Desktop.

EUIPO - European Union Intellectual Property Office

Linguist

April 2013 - July 2013 (4 months)

Alicante

- Corrective action (English-Danish) on the quality of the harmonized database of Nice classifications.

Feriebolig-spanien.dk

Online Marketing Assistant - Danish Market

November 2012 - April 2013 (6 months)

Málaga Area, Spain

- Social Media Marketing (Google+ and Facebook) and translation of travel guides.
- Newsletters, SEO and link building.
- Contributed to increased traffic on the Danish site.

Mediehuset Luksus

Editor

November 2012 - January 2013 (3 months)

Copenhagen Area, Capital Region, Denmark

- Editorial work, journalism and proof reading (web/print) for Danish magazines
- Web content management in WordPress.
- Project assistant at Danish Adventure Film Festival (DAFF).

Vistaprint

Localization Specialist

December 2011 - February 2012 (3 months)

Barcelona Area, Spain

- Localization of web and email campaigns (English-Danish).
- Blog posts in English about marketing tips for microbusinesses.

Copenhagen Business School

Journalist and Editorial Assistant - CBS Observer

February 2009 - July 2011 (2 years 6 months)

Frederiksberg

- Journalism, editorial work, proof reading for CBS OBSERVER (now CBS WIRE).
- Wrote 41 articles for the print school paper.
- Student editor for the issue CBS Welcome Issue for students enrolled in September 2010.

DEO - Demokrati i Europa Oplysningsforbundet Knowledge Specialist

February 2010 - June 2010 (5 months)

Copenhagen Area, Capital Region, Denmark

- Produced EU teaching material at high school level.
- Made reportages of debates and lectures
- Articles for the web magazine Notat.

Education

IT-Universitetet i København

Master's degree, Interaction Design · (2015 - 2021)

Copenhagen Business School

Master of Arts (MA), International Business Communication (Spanish and European Studies) · (2009 - 2011)

Copenhagen Business School

BA in International Business Communication, Spanish and European Studies · (2006 - 2009)

Universidad Antonio de Nebrija

Erasmus Programme, Estudios Hispánicos · (2008 - 2008)