

SORAYA CASTRO

Content Creator / Translator (RU>ES, EN>ES) / Copywriter
Business Development / Business Analysis / Sales/Marketing
Madrid, Spain. Spanish native
Contact email: armonikatra@gmail.com

- ✓ Owner and Full-time RU>ES and EN>ES Freelance Professional Translator, Content Creator, and Copywriter at **Traductores AT**, Since 2014, Madrid, Spain. The list of clients includes **Amazon Marketing Services, United Nations, British Journal of Medicine (BJM), Netflix, Iberdrola, Bayer, ACS Group, Google Marketing Services, L'Oréal, Colgate**, and more than 100 companies from different sectors.
- ✓ International Business Development Manager for Eastern European and Far Eastern countries at **ACS/Dragados Group (SICE, Makiber)**. International Sales and Business Development (turn-key projects) 2003–2014, Madrid, Spain.
- ✓ Business Consultant/Analyst at **Kristina Internet Business Solutions**, E-commerce, Business Consulting, and Business Development/Analysis, (**Iberdrola Group S.A.**) 1999–2003, Madrid, Spain.
- ✓ International Sales, Import-Export (**Nufri Group**), Spain, 1997–1999, Moscow, Russia.
- ✓ Interpretation, and Business Development for Spanish Companies in Russia. Part-time. **Foreign Trade Office of the Spanish Embassy in Moscow**, 1993–1995, Moscow, Russia.

I hold a degree in physics, and my professional career has always been in the business areas of content creation, copywriting, sales, translation, and marketing. My first job was as a translator and interpreter in Moscow. Later, I worked for Kristina Internet Business Solutions, a young Spanish internet consulting company, where I was able to grow on many levels. Thereafter, I developed my skills in content creation, writing, marketing, sales and key account management. Since 2014, I run a small translation company where I am the manager and the person who carries out the translation and copywriting for different agencies and clients.

Academic Qualifications

- M.Sc. in Protein Crystallography, **Birkbeck College, University of London (1997)**. Master of Sciences course on bioinformatics, 3D modeling, data mining, and programming in the C language. London, UK.
- Diploma in translation and interpretation (RU>ES, ES>RU), **Languages Department, Moscow State University (1993)**. Moscow, Russia.
- BA and M.Sc. in Mathematics and Physics, specialization in Biophysics, **Physics Department, Moscow State University (1995)**. Analysis of 3D models of protein chains, bioinformatics, 3D modeling, Moscow, Russia.

Work experience

- **Since 2014:** Full-time freelance translator and copywriter/content creator, **Traductores AT**: EN>ES, RU>ES. Services: translation, localization, transcreation, proofreading, copywriting, and editing.

General description: I have been able to work with a wide portfolio of agencies and clients, gathering excellent feedback from my clients over the years, relying on my interdisciplinary work experience and my academic and scientific background. +1000 projects and more than 4 million words, from 2014.

Responsibilities: At Traductores AT, I have personally performed all the duties necessary for the good performance of the company: Defining the target client, developing a marketing and promotional strategy with a modest marketing budget; creating a portfolio of clients and projects; carrying out projects on time and within budget to retain key clients; managing relationships with translation/proofreading partners on multilingual projects, managing the company's accounting and tax returns, managing the collection of invoices, and so on.

Some specific duties:

Project coordination with other translators collaborating on multilingual projects, management of translation memories, editions, and terminology glossaries for each linguistic field, elaboration of project sales plans; creation of the Traductores AT website; creation of content for the corporate website, accounting management, tax planning, preparation of tax returns for the company, identification of accounts, design offers; and email marketing campaigns for AT Translators. Creation of a client portfolio of more than 100 accounts, including translation agencies and private clients.

Business areas and roles developed at Traductores AT:

Company Management

Sales

Marketing: Content Creation, E-marketing, E-mailing

Project translation for on-time and on-budget delivery

Key Account Management

Reference clients in the translation/transcreation/copywriting business include Amazon Marketing Services, United Nations, British Journal of Medicine (BJM), Netflix, Iberdrola, Bayer, ACS Group, Google Marketing Services, L'Oréal, Colgate, and more than 100 companies from different sectors.

My feedback card: <https://www.proz.com/profile/1712005>

Copywriting and content creation projects:

- Asociación Española Contra el Cáncer. More than 60 press releases.
- GPS. IR-Advanced Linguistic Technologies Inc. Tokyo.
- Taboola. Articles for Taboola about cities, travel, cooking, restaurants, culture, etc.
- Hotel & restaurant La Plantación.
- Creation of an online store for an e-commerce customer.
- Creation of a YouTube channel generating weekly content for 3 years.
- WordPress blog creation and management over 5 years.

Some long-term projects completed:

- **Travel/Tourism/Hotels/Gastronomy:** Fields: history, nature, art history, archaeology, architecture, cooking, food and drink, hotels, apps, folklore, tourism, travel, anthropology, and travel.
- **Marketing/Internet/Sales/Apps/Cinema/Film:** Fields: cinema, film, drama, marketing, business, apps, Internet, telecom, software, e-commerce, and legal.
- **Medicine/Pharmacology:** Fields: health care, medicine, essays, trials, clinical trial outcomes, pharmacology.
- **Telecom/Apps:** Fields: telecommunications, internet, VoIP, and apps.
- **Social networks/Internet:** Fields: social networks and internet.
- **Finances:** cryptocurrencies and stock markets.

Relevant experience in institutional projects:

- ECHA (European Chemicals Agency) and United Nations, Department of Economic and Social Affairs.

- **2003–2014: Key Account Manager for Eastern European and Far Eastern countries at Makiber/SICE (ACS Group).** Sales and business development (turn-key industrial and construction projects) for an international client portfolio.

Main goal and responsibilities:

- **Copywriting, text writing, creative writing, and content creation.**

English and Spanish writing, writing product and company presentations, content planning, creation of own content for video, subtitling, and video development. The design of products and company presentations. Translation and the design of proposals for national tenders with Spanish funding.

- **International Sales**

Business visit at international level (Rumania, China, Turkey, Russia, Indonesia and Kazakhstan). Responsible for the international sales of turn-key projects to stakeholders in major accounts in the industrial, medical, educational, and utility sectors. Guest Relationship Management and business correspondence. Visual representation of information, understanding, and learning the client's procedures, policies, standards, and guides. Prepare presentations with a description of the architectural project and the products offered. In the hospital/medical sector, the product was a complete hospital with all the equipment. In the educational sector, the product was a school, institute, or vocational training center. For the industrial sector, the project could be a slaughterhouse with all the corresponding equipment as well as the panels for its construction. Before submitting the turn-key project offer to the client, an MOU (Memorandum of Understanding) was signed beforehand with the policymakers of the relevant ministry. This type of instrument is made to facilitate the financing process of the project.

- **Key Account Management**

Understanding the client's business, business visits at national and international levels, invitations to company events, the design of personal invitations, the resolution of problems arising during the project, and coordinating communication with the construction, technical, and design teams, end-user support, guest relationship management, and business correspondence, email correspondence with decision-makers on a weekly/monthly basis, telephone contact with the client.

- **Business consultant and business analyst**

Understand the client's business and business goal, as well as their budget or financing possibilities, to design a winning turnkey project proposal. Participate in tenders and bids. Research the market and competition, and study financing models for project sales. Analyzing competitors' business models, studying the financing mechanisms of competitors' projects. Analyzing the market related to the project in the customer's country, as well as competing suppliers, technology products offered and associated financing rates.

- **1999–2003: Business Development Manager, Key Account Manager, and Marketing Manager** at *Kristina Internet Business Solutions*, a company focused on Internet business consulting and the design and implementation of technological solutions for the Internet.

Main goal and responsibilities:

- **Copywriting. Text writing. Creative writing and content creation**

Understand content management processes. For advertisements in the press and online magazines, for posters and email campaigns, for covert promotional articles in the press, for business presentations to clients and potential clients, as well as for HR candidates. Speech writing and storyboarding. As a content writer I worked closely with an SEO consultant to write articles that were focused on the customer, English, and Spanish copywriting, content authoring, searching for interesting topics, and content creators for publications. Product development for e-commerce, and online shop management, creating new web pages from existing content, content planning, creation of own content for video, subtitling, and video development.

- **Business consulting and business analysis**

Designing and leading digital business transformation projects. The Iberdrola Group relied on our consulting firm for the design of the digital transformation process in 2001 towards an environmentally friendly company model with its green energy brand. Our team of business consultants studied the company's business in-depth and visited the client for several months. We met with all decision-makers from key departments and designed a business transformation strategy toward a more digital, environmentally friendly, and customer-centric model. Tasks and activities: Brainstorming. Prepare presentations and present them to the stakeholders, as well as create textual and visual content. Study similar models in the competition and the positioning of the competition. Study the positioning of the competition at the national and international levels. Research the market and competitors. Research competitors' business models.

- **Key Account Management**

Business visits to stakeholders at national level (Bilbao, Barcelona, Madrid, Málaga), invitations to company events, design of personal invitations, resolution of problems arising during the project, and coordinating communication with the technical and design teams. Email correspondence with decision-makers on a weekly/monthly basis, telephone contact with the client, end-user support, and presenting the information site's architecture, functionalities, and design to stakeholders. Guest Relationship Management, understanding the business, responsible for the business correspondence.

- **News and press releases, as well as journalism and editorials**

Creation of journalistic articles for publication in the press and specialized magazines to promote the company as a provider of internet-oriented services for medium- and large-sized customers. Organization of interviews with journalists from professional media and writing presentations focused on attracting the attention of new customers.

- **Sales**

Responsible for the sales of technological projects based on the internet to stakeholders in major accounts in the commercial, banking, and utilities sectors. Presenting the information site's architecture, functionalities, and design to stakeholders. Guest Relationship Management, manage business correspondence. Visual representation of information, understanding, and learning the client's procedures, policies, standards, and guides.

- **Marketing**

Responsible for email, social media strategy, and e-marketing campaigns for the company. Coordination of the company's banner campaigns, organization of talent recruitment events, and design and implementation of a strategy for online and offline marketing campaigns for the company with an annual budget, digital Marketing, brand naming and advertisement. The design of marketing campaigns, brand development, and communication, website reviews, and search engine marketing.

- **Project Management**

Leading multidisciplinary teams through the website launch process and implementing bug fixes. Project planning, which involved coordinating multidisciplinary teams of up to 15 people (designers, programmers, and business consultants) to deliver a product to the client on time and within budget. Presenting to the team and to stakeholders. Brainstorming, problem-solving, analysis, and forecasting. Improve the user experience of client websites, communication with each member of the technical team and with the client's stakeholders to ensure the smooth running of the project and that the project meets the client's needs.

- **Team Management**

Providing feedback, presenting, training delivery, mentoring, and employee engagement programs, conflict management, workshops, interviewing candidates, brainstorming, creation of customer and employee questionnaires and surveys, and curating the information on e-learning.

- **1997–1999: International Sales Manager, Import-Export (Nufri Group), Spain.**

Main goal and responsibilities: At *Nufri Group*, a company that exports fruit from Spain, my goals were to identify new customers, maintain monthly contact with customers to renew orders, solve problems, receive shipments, and increase sales in new regions and CIS countries. Remote work from home based in Moscow for a company based in Lérida, Spain. Tasks included commercial content creation, copywriting, translation, product and company presentations, business correspondence, and reporting weekly to the company.

- **1993–1995: Part-time translator, business writer, and interpreter.** Foreign Trade Office of the Spanish Embassy in Moscow.

Main goal and responsibilities:

Writing and translating product and company presentations. Producing presentations and commercial proposals. Drafting e-mails, invitations, and contact e-mails between buyer and seller. Assist Spanish companies requesting assistance from the Foreign Trade Office of the Spanish Embassy to establish relevant business relations with Russian and CIS companies for the development of their businesses in new markets. Determination of decision makers and organization of meetings. Preparation of mailings, translation of business proposals, interpretation, and liaison. Conflict resolution and interpretation of Russian culture for the client. Assist during trade shows and exhibitions to contact potential customers.

Computer skills

Basic Computer Skills:

- ✓ Electronic File Management
- ✓ Emailing
- ✓ Internet Research
- ✓ Presentations
- ✓ Graphic Editing
- ✓ MS Word
- ✓ MS Outlook
- ✓ MS PowerPoint
- ✓ Typing
- ✓ Word Processing
- ✓ HTML
- ✓ Search engines

Copywriting, translation, formatting, and editing:

- ✓ Document editing and formatting
- ✓ Adobe Photoshop
- ✓ Adobe Illustrator
- ✓ AEM Digital Assets Management
- ✓ Adobe Experience Manager
- ✓ Content Management Processes
- ✓ Content Management Systems
- ✓ Content platforms
- ✓ Translation Management Systems (Trados, Memsource, Smartling, Xbench, Crowdin, MemoQ, Wordfast)
- ✓ WordPress
- ✓ YouTube

Spreadsheets, databases, and projects:

- ✓ MS Excel
- ✓ Jira
- ✓ SQL Server
- ✓ Google Sheets

Marketing:

- ✓ Digital Marketing
- ✓ Social Media Marketing
- ✓ Pay-Per-Click Advertising
- ✓ Google Analytics
- ✓ WordPress
- ✓ YouTube
- ✓ Web Analytics
- ✓ Google Analytics

Hard and soft skills

Hard Skills:

- Content creation skills
- Product Knowledge
- Computer, SEO, email, and CAT skills
- Salesforce
- Team management
- Account management
- Organizational Skills
- Performance Tracking

Soft Skills:

- Decision-making and risk-taking
- Teamwork, team climate, and problem-solving
- Creativity
- Empathy, assertiveness, and active listening
- Self-Motivation
- Adaptability
- Self-awareness
- Quality and Efficiency

Languages

English – fluent
 Russian – fluent
 French – basic
 Spanish – native

References

Available upon request