

Tina Alfieri (Multilingual Translator/Subtitler/Copywriter)

PROFILE SUMMARY

Current Role: Freelance Translator, Subtitler and Copywriter

Core Expertise:

- **SEO copywriter:** Professional knowledge of search engine optimization techniques and various web display languages. Familiarity with strategic social media and ability to multi task and to coordinate with agency for SEO content.
- **Copywriter:** Multi-language versatile copywriter, inquisitive and quick to get to the heart of a product with solid experience as Internet copywriting.
- **Subtitler:** Translation of captions for TV shows, movies and videogames with strong knowledge of slang or extremely colloquial language.
- **Translator:** Mandarin Chinese, English, French to Italian translation, including creative content.

Specialties:

- Excellent communication;
- Studying and working abroad since 2004: China (7 years); Switzerland (1 year); Turkey (2 years); United Kingdom (4 years)
- Excellent insight in terms of cultural mediation;

- Extensive international network of key people from the language industry;

PROFESSIONAL EXPERIENCE

Freelance Translator, Subtitler and Copywriter (Remote)

2008 - present

Translator: subtitling, marketing, localization of static content, technical texts, data sheets, standard operating procedures, technical manuals. Subject areas include home automation, materials science, fashion, luxury and beauty, hospitality, health and safety, quality management documentation.

Subtitler: Strong writing, research, editing and proofreading experience in the creation of television/cinema and videogames subtitles/captions.

Copywriter: SEO, web content such as advertising on travels, music, art and tourism.

*References and samples available upon request.

United Nations Office at Geneva Information Service - Switzerland

2012 - 2013

Official guide (Italian/English/French/Mandarin Chinese) and administrative assistant.

United Nations Office at Geneva Information Service - Switzerland

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Phone: +351 912658968

2012 - 2013

Assistance in the preparation of the daily press reviews, the organization of information programmes for visitors at United Nations Office at Geneva, media and translation tasks surrounding the sessions of the Human Rights Council and other media-related duties.

7Camicie Grandi Progetti Srl - Roma - Italy

2011

Executive Assistant and Translator: Close liaison between the external or internal executives, managers and consultants in coordinating meetings; assistance to the clients, partners and executives in presentations and summarizing reports and documents. Be ready to delegate the responsibilities of the executive as per the executives' instructions and with an effective decision-making ability. Responsible for the draft of the official website's translation.

**Consulate General of Italy in Shanghai - People Republic of China
(Visa Section)**

2010

Administrative Assistant, interpreter (Italian-English-Chinese): Daily relation and linguistic mediation with Chinese applicants followed by word-processing of different documents and electronic information regarding visa regulations. Manage, organise, and update relevant data using database applications. Analyse and interpret diplomatic data and produce relevant reports.

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**Kungao International Limited (Garment Department) - Shanghai -
- People Republic of China**
2009 (Project)

Intercultural Mediator (production, sales and commercial department and quality control department):

- Production/Collection): linguistic support to the sample room manager on most of the stages required in garment making operations by creating a time frame, determining a finish date for production and/or collection;
- Daily cooperation with quality control department, production department (a team composed by 20 people, all local);
- Sourcing: supported the purchasers in daily tasks (negotiation, language mediation, etc.); find and visit all factories related to garment production (knitting, woven, sweaters, etc.);
- Commercial department: maintain a computerized database of all the suppliers working for Kungao International, carry out business development (search for new potential customers), developed a project management plan to improve the communication among production, merchandising and fabric departments.

**Consulate General of Italy in Shanghai - People Republic of China
(Italian Cultural Office)**
2008

Public Relations and Events Coordinator: Data management of cultural activities, organization and classification of events scheduled for the Year of Italy in China (2006), assistance in preparation of cultural activities connected with the 2008 Olympic Games and 2010 Shanghai World Expo. Keeping the public informed about the activities of agencies and officials, conduct programs to keep up contact between organization representatives and the public, update events schedules on a weekly basis.

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(Italian Cultural Office)**
2007

Public Relations and Events Coordinator: Data management of cultural activities, organization and classification of events scheduled for the Year of Italy in China (2006), assistance in preparation of cultural activities connected with the 2008 Olympic Games and 2010 Shanghai World Expo. Keeping the public informed about the activities of agencies and officials, conduct programs to keep up contact between organization representatives and the public, update events schedules on a weekly basis.

Trading Company: Virtual Village (e-commerce) - Shanghai - China
2006-2007

Internet Entrepreneur: Maintain and develop a computerized customer and prospect database for the Italian market suggesting and carrying out direct marketing activities (principally direct mail) to agreed budgets, sales volumes, values, product mix and timescales. Intelligence gathering on customers and competitors generating leads for possible sales, maintain and develop existing and new customers through planned individual

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account support, and liaison with internal order-processing staff. Monitor and report on activities and provide relevant management information. Carry out market research, business development, competitors and customer surveys. Maintain and report on equipment and software suitability for direct marketing and sales reporting purposes. Respond to and follow up sales enquiries by post. Attend training to develop relevant knowledge and skills on drafting and enforcing sales policies and processes.

Ubisoft Computer games software - Shanghai - China

2006 (project)

Translation and/or proofreading of video games to document software defects as part of a quality control process in video game development.

Howard Johnson All Suites Hotel - Shanghai - China

Guest Service Manager: Responsible for ensuring the operation of the Front Office, training of new employees, reports to the front office team, groups and walk-in guests reservations, providing all guests with quality service prior to and throughout their stay.

EDUCATION

2011 Master of Science in International Functions, SIOI - Rome Italy -

2004 Bachelor's degree in Comparative Studies University of Naples "L'Orientale". **Area of focus and expertise: English and Chinese Language and Culture.**

CERTIFICATIONS AND DEGREES

- 2003 Course of Chinese Language and Culture at “**Beijing Normal University**” - Beijing - People Republic of China;
- 2004 Course of Chinese language and culture in Tianjin at “**Tianjin University**”, Tianjin - People Republic of China (Full scholarship granted by the Ministry of Foreign Affairs);
- 2005 HSK (Hanyu Shuiping Kaoshi) Chinese Proficiency Test - Tianjin - People Republic of China
- 2008 Course of French Language (advanced) at “**Alliance Française**” - Shanghai - People Republic of China

LANGUAGES

- Italian (Native)
- Mandarin Chinese (Full professional proficiency)
- English (Full professional proficiency)
- French (Full professional proficiency)
- Turkish (Intermediate working knowledge)
- Portuguese (Intermediate working knowledge)

INFORMATION TECHNOLOGY AND CAT TOOLS

- Good knowledge of Microsoft office, Lotus, Vista, Channel Advisor, MemSource, SDL Studio, Wordfast, Idiom

PERSONAL INTERESTS

Tina Alfieri (ZH-FR-EN>IT Translator/Subtitler/Copywriter)
Lisbon

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- Yoga and fitness
- Tango dancing
- Travels, foreign languages, cultural differences