

Mónica VINCI

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Digital marketing translator specialized in international Search Engine Optimization (SEO) for companies looking to reach and improve their presence and sales in Spanish speaking audiences and markets. I translate from English and French to Spanish.

EXPERIENCE

2013 - now

Translation and localization specialist, international SEO

Vinci Advisors - France

International companies and agencies in France, Spain, England, Ireland, Mexico and the United States rely on my experience, autonomy and sense of responsibility to comply with the exigencies of the international companies who trust them with their SEO projects. I deliver projects with full compliance in quality and deadlines.

Expertise in:

- keyword research, identification; choice of specific key words for target market
- keyword mapping
- title & meta description edition
- website editing and localization; cultural and linguistic adaptation to the target market
- PPC ads translation and localization
- content, product and hotel descriptions translation and localization
- marketing communications translation: newsletters, banners and social media

Participated in projects for web service & accommodation platforms, animal genetics, transportation, telecommunications, real estate, sport clothing, e-commerce, and many other B2C products.

2008 - 2013

E-marketing - International Development. Spanish market responsible

Online Commerce Partners - Aix en Provence, France

Responsible for the Spanish market for OCPE retail websites (www.oclio.es, www.dpam.com/es, www.dpam.es). Trusted with the launch, team management and turnover of the two Spanish websites. After the first year Oclio Spain represented 10% of the company's turnover.

Marketing responsibilities:

- translation from French to Spanish of both websites
- keyword identification, product descriptions, blog content
- Adwords campaign management
- social media, promotions and newsletters localization
- marketing affiliation relationship with local partners

Administrative responsibilities:

- managed the Spanish administrative tasks along with the French team
- worked with the French marketing manager to keep the brand image and created promotions and marketing communications in accordance to the Spanish market
- worked with the logistic and supply team to fulfill the Spanish market needs
- supervised the Spanish Customer Service

- 2003 - 2007 **Founder and Managing Director**
Les Cinq Soleils - Import Export - Aix en Provence, France
Brand representative in France for Sergio Bustamante, Mexican contemporary sculptor and jeweler.
- Main responsibilities:
- market study
 - jewelry import in accordance with the French precious metal policy certification
 - gallery and partner relationships
 - participated and organized various events and private exhibitions
- 1991- 1992 **Human Resources - Recruiting Manager**
Bull HN Information Systems - Subsidiary of Groupe Bull Mexico - Mexico City
Recruitment responsible. Internal communication coordinator along with Boston subsidiary.
- 1989 - 1990 **Administration Manager**
Motorola Mobile Infrastructure - Mexico City
Participated in the preparation of Motorola's proposition to the mobile infrastructure tendering in Mexico. Establishment of Motorola Mobile Infrastructure's new office in Mexico City.

EDUCATION

- 1985 - 1989 **Master's Degree in Human Resources - Universidad Anáhuac Mexico.** Mexico City
- 2007 - 2008 **Institut d'Études Françaises pour Étudiants Étrangers** - Aix en Provence, France
Test de Connaissance de Français - level C2

SKILLS

Google Analytics, Google AdWords, Google Keyword planner, SEM
CAT tools: Wordfast, CafeTran, Memoq
MS Office, iOS

ABOUT

- 2020 - now Volunteer at Fondation Mexxa - Donor relationships responsible.
- 2018 - 2020 Volunteer at UNICEF Paris - Support to Recruitment and Training Project Manager in the administrative follow up of volunteers.
- 2015 - 2017 Special Activities director for Benvenuto Club of Milan, a non profit organization in Milan, Italy.
- Traveling, reading and running are my passions.