

Contact

5491121565772 (Mobile)
tolosa.veronica@gmail.com

www.linkedin.com/in/veronica-tolosa-a22386a (LinkedIn)

Top Skills

Advertising
Translation
Transcreation
Copywriting
Product Launch
Marketing Communications



Veronica Tolosa

Independent Translator, Corporate Bilingual Content Transcreator and Interpreter
Greater Buenos Aires, Argentina

Summary

I am an English <--> Spanish Sworn Translator. I graduated in 1994, and before devoting to this wonderful profession I got my Business Administration Master's Degree and started a career in the Marketing and Business Department of a very important company. I headed several Marketing Departments and started an independent career on Business Consultancy when my kid was born, to have more time for my family.

After a few years I studied Simultaneous Interpretation and re-connected with the world of languages. I met many rewarding colleagues and friends on this professional development path.

I specialize in Bilingual Content Transcreation, Corporate Communication, Marketing Strategies, and I am also skilled and experienced to translate documents related to Oil & Gas, Business & Finance, Automotive and Life Science. My translations were published by Harvard Business Review in 2019.

Experience

Profesional independiente

Independent Translator, Corporate Bilingual Content Transcreator and Interpreter

January 2014 - Present

Gran Buenos Aires, Argentina

MEDICAL: Clinical trials, drug manuals, labels, trainings, patient's information and related documents.

Main client: Transperfect, collaboration with Intertranslations and several international agencies.

FINANCE: Financial Reports, Corporate Audit, Statements

Main Client: Transperfect

MANAGEMENT: Articles and training, Harvard Business Review

MARKETING: Apparel, catalogues, web pages, brochures, presentations, marketing materials (printed/ social media)

ENGINEERING / AUTOMOTIVE: Car manuals / motorcycle (user Manuals)

Main client: Tata (Mexican Launch)

OIL& GAS: Corporate documentation, Business & Operations- related

Main Clients: BTU (Gas Supplier, Argentina)- YPF

GAMING: Sales Force / Marketing Materials

Main client: Sony - Brand: X-Box

LEGAL: Personal and legal documentation

Own clients, translation and certification

Interpreter:

- Development Geology
- EOR Methods
- Nodal Analysis
- Horizontal Drilling
- Reservoir Geomechanics
- Politics in Argentina (Boston College): Speakers: Mauricio D'alessandro – Francisco de Narváez
- Horizontal Wells
- Directional Drilling
- SAP Logistics Module
- Advanced Structural Geology and Geomechanics
- Rig Inspection Workshop (YPF – Loma de la Lata)
- Montessori Education (Municipality of Vicente López)
- Animal Nutrition (Conicet – La Plata)
- Pipe Corrosion Workshop
- Trainings (YPF)
- SAP and Internal Auditing (Unilever Argentina)
- Radioactive Material Detection (Megaports, AFIP, Argentina)

Marketing Services

Freelance Executive

July 2010 - December 2016 (6 years 6 months)

I provide marketing and commercial services for different companies, always aiming to meet customer's needs and matching them with market and consumer requirements.

I help my customers to seek for business opportunities, and to develop strategic thinking and planning. My objective is to guide them through a successful brand build up by means of creative tools, continuous advice, strong backup, and a feeling of certainty that we are success-partners.

Procter & Gamble

Marketing Manager Selective Brands - Professional Care

July 2005 - February 2009 (3 years 8 months)

Apply global marketing strategies thinking locally for Argentina, Chile, Uruguay and Paraguay.

Achieve synergy with marketing initiatives local replication.

Wella

Category Manager Care

July 2001 - July 2005 (4 years 1 month)

Main Responsibilities:

Create and run strategies and action plans for Care & Styling product categories.

Define objectives, assign budget and develop policies in order to achieve profit and sales goals.

Develop OTC and retailing concept in pipelines (Hair dressers and Beauty Salon)

Prepare Strategic Plan for the different categories, and carry out control and corrective activities.

Define local product offer according to regional portfolio.

Define brand sales policy (prices, discounts, etc) according to target market, competition and consumer's habits.

Design tailor made retailing and OTC strategies.

Design, prepare and carry out promotional campaigns with the most profitable budget assignation, always taking into account the functioning of the Magic Triangle (Sales, Marketing and FS).

Analyse market and competition by means of field work.

Groupe SEB

Marketing Manager

1999 - 2001 (3 years)

Leader of a 12 people team (push girls and merchandisers), main challenge was to recover competitive strength in outlets by having the right products at the right price, with good distribution and exhibition, as well as support promotional materials.

Laboratorios Andr maco

Product Manager OTC

1997 - 1999 (3 years)

Reach objectives stated in the Marketing plan.

- Sales objective: Settle sales objective and develop marketing activities to reach sales goals.
- Market share objective: Increase or maintain market share within 44% of pharmaceutical market or 13% massive market (sunscreens and skin care)
- Commercial objective: Increase product distribution in customers, supporting sales force with innovative marketing tools.
- Communication objective: Develop and prepare successful promotional and advertising campaigns, delivering clear messages to consumers. Communicate both product benefits and brand image, taking care of the company's image and values.
- New products launch: Meet market needs generating ideas for new products. Coordinate teamwork with Research and Development to have projects ready on time.

Stafford Miller Argentina

Marketing Assistant

January 1995 - January 1997 (2 years 1 month)

Main Responsibilities :

Assisting directly 3 Product Managers and 1 Marketing Manager.

Education

Universidad de Ciencias Empresariales y Sociales

MBA, Marketing · (1999 - 2000)

McDonough School of Interpretation

Simultaneous Interpretation · (2010 - 2013)

Universidad del Salvador

Translator, English · (1989 - 1993)