

## **Germán Hurtado**

301 Constitution Ave Apt 401 – Bayonne, NJ 07022 - USA

Cell: 212-337-1909 • [ghurtado@me.com](mailto:ghurtado@me.com)

**Career Summary:** Award-winning multilingual communications and linguistic professional with proven track record assisting Fortune 500 and other corporations successfully target Spanish-speaking audiences and markets. Skilled, seasoned, creative, methodical, passionate, and driven to carry out, and/or oversee complex linguistic projects for industries such as IT, Pharmaceutical/Medical, Publishing, Advertising, HR, Legal, and Finance/Insurance that promote products, programs, and services efficiently to achieve organizational excellence. Praised team player with an innate ability to communicate effectively with a wide variety of multilingual/multicultural teams and audiences worldwide and in the US. Equally successful and comfortable working on a team or independently. Formidable hands-on expertise in:

- **Translation and Interpretation**
- **Multilingual Content Creation/Copywriting**
- **Proofreading/Editing**
- **Linguistic Project Management**
- **Spanish, French, Portuguese, and Italian**
- **Digital and Print Production and Delivery**
- **Website Content Creation & Maintenance**
- **Marketing and Corporate Communications**
- **American Translators Association Member**
- **Multilingual Digital Marketing Strategy**
- **Basic Web design, HTML, SEO/SEM**
- **SDL WorldServer and CAT and TM Tools**

### **Multilingual Marketing Consultant and Linguist**

New York, NY  
Oct 2010 - Present

In charge of creating and executing effective Multilingual Marketing and Corporate Communication programs for clients in the Medical, IT, Non-Profit, Logistics, and Oil & Energy Industries. Telephone interpreter in the medical, legal, financial, and government fields for various clients including Language Service Associates.

- Provide telephonic medical interpretation services to a wide variety of audiences
- Create compelling content in Spanish and English for digital and print media
- Translate, proofread, edit, and oversee production of all marketing and corporate communication deliverables (ads, brochures/flyers, posters, employee and service manuals, press releases, business correspondence, PowerPoint presentations, videos, radio, and websites) into Spanish
- Interpret from English into Spanish and vice versa (both in person and on the phone)
- Collaborate with a team of web developers, graphic designers, SEO/SEM and Social Media professionals, printers, linguists and logistics organizations
- Deliver project estimates, time-tables, progress reports, and bookkeeping for all clients
- Procure all aspects of event management and execution in Latin America for some clients
- Clients include Language Service Associates, IADB, LANDesk Software, AARP, IBM, Lexmark.

### **Senior International Marketing Manager Global Creative Solutions @ Pfizer**

New York, NY  
Jan 2008 – Sep 2010

In charge of all multilingual (Translation, Copywriting, Proofreading, Editing, and Localization) projects for Pfizer's Patient Recruitment and Retention (PR&R) Team. Main focus on Spanish. Other languages required using approved linguists, which I procured, tested, trained, and certified as Pfizer vendors.

- Identified, devised, developed, executed, and measured PR&R Multilingual Marketing Programs, including marketing communications and branding concepts, advertising/promotion, proposal creation, presentation and justification, budgeting, project management, training and measurement. Created all Spanish materials
- Collaborated with graphic design, translation, printing, specialty advertising, video and audio, media, web design and implementation, online ordering and fulfillment teams located in the US, Europe, and India
- Executed multilingual programs for more than 30 Clinical Trials in the US and over 37 countries (Oncology, Arthritis, Generalized Anxiety, Pain, Inflammation, Respiratory, and Infectious diseases)
- Was the go-to person on the team for all linguistic and translation-related projects for new/existing clients

### **Senior Marketing Mgr. - Latin America/US Hispanic Leviton, Inc.**

Little Neck, NY  
March 2007 – Jan 2008

Provided **the company's voice in Spanish** (digital, print), including the development of top-notch, culturally relevant Spanish language materials to support the US Hispanic and Latin American markets. Created, translated, proofread and edited Spanish content for brochures, specification pages, online media, websites, press releases, corporate announcements, presentations, user manuals, videos, and training materials.

- Identified, developed and oversaw (from procurement to execution and budgeting) a qualified set of outside vendors ranging from graphic designers, specialty advertising companies, printers, fulfillment houses, non-Spanish translators, web developers, tradeshow suppliers, among others
- Was part of the Leviton Team to rebrand company's corporate identity and Leviton.com in Spanish
- Served as the sole Public Relations point of contact for US Hispanic and Latin America
- Identified Commercial and Industrial (C&I) US Hispanic and Latin America vertical marketing needs (segments, product, pricing, delivery and communications) of each C&I sales channel component to meet the needs of Spanish-speaking contractors, distributors, end users, and clients in the US and abroad

## **Multilingual Marketing & Linguistic Consultant**

**New York, NY**  
**Apr 2003 – Mar 2007**

Delivered award-winning linguistic and global marketing consulting services for companies seeking to enter/develop key multilingual and multicultural segments such as the US Hispanic, Latin American and European markets

- Services provided included in-language (Spanish) copywriting, creative, web design, translation, localization, proofreading, multilingual publishing, editing, printing, fulfillment, strategic marketing, new business development, advertising, promotion, marketing communications, event planning, product marketing, direct marketing, and international distribution of marketing deliverables
- Clients included AMEX Custom Publishing Solutions, JumpTV.com, Priority Staffing, The Language Works, Schering-Plough, Emerald Productions, The Vidal Partnership, Muse Cordero Chen & Partners and Indigo Productions.

## **Sabbatical (Study Abroad)**

**Paris, France**  
**Sep 2000 – Feb 2003**

Worked as a private tutor of Spanish and English as a Second Language while attending school.

## **Multilingual Marketing Project Manager Esperanto, Inc.**

**Miami, Florida**  
**May 1993 – Sep 2000**

Founded and ran a successful multilingual publishing/communications company. Focused primarily on the production corporate and marketing deliverables (print/online) in Spanish, French and Portuguese for the IT industry.

- Managed graphic and web design, in-language copywriting, translation, localization, proofreading, editing, pre-press, printing, fulfillment, and logistics
- In charge of business development, staffing, translation, project management, production and customer service
- Built solid international relations by using full awareness of global end user's customs and language; coined new terms that could be understood by worldwide customers. Key customer accounts included IBM, Lexmark, Sun Microsystems, Autodesk, Inc., Okidata, Motorola, Microsoft, Apple, Canon, ViewSonic, Sony and Iomega
- Sold the business to further my education in Europe

## **International Marketing and Sales IBM Corporation and Lexmark International**

**Miami, FL / Venezuela**  
**Aug 1984 – May 1993**

In charge of all Spanish and Portuguese Marketing and Corporate Communications (digital and print) for the Latin America region (PCs and Printer Business Areas)

- Oversaw all multilingual internal/external communications, events, PR, advertising and promotion
- Developed multilingual cooperative advertising for distributors, third parties and partners
- In a position that was equal parts technical and marketing, selected, translated, localized, announced, planned, allocated and distributed all PC products and printers among the region
- Key tasks included product announcements, replacements and training. Multilingual collateral, presentation, video, manuals, and other technical material production and delivery.

## **Education and Proficiency**

- Section Universitaire en Economie – Université de Paris – Sorbonne - France
- BS, Computer Science with Minor in French, Italian and Portuguese – Louisiana State University
- Proficient in SDL WorldServer, MS Office, Adobe Suite, CRM
- **MS, Translation and New Technologies: Translation of Software and Multimedia Products – UIMP/ISTRAD Expected 2016**

