

Lázaro Borges

Translations for the Digital Era

English to Brazilian Portuguese

Brazilian Portuguese to English

Spanish to Brazilian Portuguese

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proz.com/translator/2017481

Services

Translation

Localisation

Transcreation

Subtitling

SEO

AdWords Campaign

Copywriting

Content & Data Analysis

Quality Assurance

Social Media Management

"Translations for the Digital Era" means delivering high-quality translations, using the most up to date digital content writing techniques for the better engagement of the reader, and under short deadlines. The quality of my translations is also supported by years of comprehensive linguistic and media training, outstanding writing skills, a thorough researching process, and vast background knowledge. Native in Brazilian Portuguese.

Education

BA Journalism & Literature

Universidade Federal de Ouro Preto

2009-2014

Ouro Preto, Brazil

Literature

Universidad de Sevilla

2011-2012

Seville, Spain

Skills & Tools

SDL Trados Studio 2015

Wordfast Pro

Adobe Creative Suite (DTP)

SEO, Google Adwords

Google Boolean Search Operators

C Programming Language

Experience

Translator and Linguistic Consultant

2014-present

Freelancer, Pro Member of the Proz Community

Translation, Proofreading, Localisation, Transcreation, Copywriting, Social Media, and Software Quality Analysis

Reference of previous clients available upon request

Technical Sourcer

2015

LeadGenius, Berkeley (CA), Remote

Helping the Recruiting Team to scale the company by sourcing high talented technical and sales professionals using the most up to date sourcing techniques. In charge of research of those techniques, creating training material and blueprints for the rest of the team.

Public Relations Intern

2013-2014

Agenda 21, Ouro Preto, Brazil

Duties included general media management, community relations and event planning.

Strength Points & Facts

Flexible - I can work under short deadlines and on weekends

Reliability and punctuality - Never delayed a PO!

Creativity - Transcreation that sounds like made in Brazil

Worked on three projects with more than 100,000 words in the last year

Deep understanding of the Brazilian society and people's thinking

Member of the American Translators Association (ATA)

Some of the Companies that have benefited from my work: Nielsen, TNS Global, Edelman, Millward Brown, Santander, Ferrari, Crimson Interactive Inc., Enago, Gas Natural Fenosa, Unilever, Samsung, Microsoft, ELC, etc.

Payment Methods Accepted: PayPal, Skrill, Payoneer, Wire Transfer (SWIFT), US

Checking Account, and EU Checking Account

Areas of Expertise

Marketing

Marketing Research

Advertising

Management

Business & Finance

Education

Information Technology