

Valerie Taylor-England

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Skills

Localization: Trados, Memsource, Machine Translation, Post-editing, Translation Memories, Notepad++, Transcreation, Copywriting, SEO, app and website localization, marketing, ASO, TMX Editor, Xbench, PDFescape, QA, CMS, linguistics, organization, resourcefulness, innovation, drive, confidence, enthusiasm, strong diligence, perseverance

Project Management: Trello, Jira, Asana, Microsoft Office, Agile methodology, software development cycle, task management, quality management, negotiation, planning, scheduling, communication, problem-solving, collaboration, open-mindedness, cooperation, leadership

International: Native LatAm Spanish, native English, intermediate French, in-depth familiarity with and knowledge of Mexican culture from experience working and living in Mexico, knowledge of Swiss culture from experience living in Switzerland.

Experience

Big Fish Games | Seattle, WA

March 2016 – September 2020

Localization Specialist

- Succeeded in translating and proofread in-app content, marketing texts, and UI/UX for up to 20 F2P mobile games from EN to ES, ensuring on-time and high-quality deliveries.
- Led the full ES localization of "Toy Story Drop!", which was chosen as Google Play's "Best Casual Game" of 2019 in Spain.
- Perfected and fine-tuned QA testing of F2P mobile games in ES, executing a full pass, reporting bugs and linguistic issues, and following up with regressions as needed.
- Strengthened the product pages in Google Play and App Store for F2P games in ES, implementing ASO keywords, making them up to 50% more visible.
- Introduced Machine Translation as a common practice, increasing productivity up to 50%.
- Spearheaded multiple projects simultaneously, while overseeing short release cycles and tight deadlines.
- Managed all linguistic and grammatical nuances for ES, including shaping translation memories, collaborating with outsourced vendors, setting game tone, educating on cultural considerations, and keeping quality control.
- Engaged with internal teams, such as Marketing, Product Management, Game Production, Development, and QA.

Freelance Translator | Mexico, Boston, MA

May 2015 – May 2016

- Revamped the translated website content for a Boston law office and a Mexican real estate company.
- Produced document translations for Oil & Gas companies.
- Kick-started the content translation for the woman's health fertility app, Ovia.
- Established efficiency and business success through marketing assets, project management, quality control, developing project plans and workflows, communicating constantly with stakeholders.
- Organized schedules across different time zones.

McDermott International | Altamira, Mexico

September 2013 – May 2015

Technical Translator/Project Manager

- Headed a team of 3 translators, managing workflows, establishing translation processes, and distributing tasks.
- Produced proofread documents translated by the team and ensured quality and timely delivery of documents.
- Completed the translation of documents and blueprints for the construction project of the production platform PB-Litoral-A.

Other Experience: Taught ESL for 10 years, including morphology, syntax, phonetics, and curriculum development. Obtained the Teaching Knowledge Certification in 2012, issued by Cambridge Assessment.

Education

UEST Anáhuac | Altamira, Mexico

Bachelor of Science in Business Administration

August 2003 – April 2008

- GPA: 3.4
- Minor in Finance

Certificates and Training

The Agile and Scrum Complete Blueprint

11 hours of Agile Training

Localization: Adapting Digital Content to Local Markets

University of Washington, EdX

Introduction to Python

Microsoft, EdX

ASO Training: App Store Optimization Tips for 2020

Udemy

Content Marketing Masterclass

Udemy

Interests

- Coding
- Project Management
- Foreign Languages
- Running
- Gender and Latinx Causes

Volunteer Experience

- Ran the Chicago Marathon 2019, raising \$2000 in funds for the American Foundation for Suicide Prevention
- Raised funds to donate to animal shelters in Mexico
- Currently helping at the Homeless Organizing Community of Seattle