

JENNY IZAGUIRRE

TRANSLATION, LOCALIZATION & CONTENT MARKETING



ABOUT ME

Translator, interpreter, communicator, content creator, digital educator, writer and speaker working to improve businesses digital transformation in Spain, LatAm, and Italy. I am passionate about connecting cultures through localization and cross cultural experiences.

EXPERIENCE IN MARKETING & TECH TRANSLATIONS

CONTENT MARKETING & LOCALIZATION MANAGER - ENGLISH, SPANISH, ITALIAN SHOPIFY | Aug 2016 - Present

- Lead Shopify's admin and website translation and localization project to Spanish.
- Editor in Chief of the Shopify Blog in Spanish
- Translation of e-commerce, marketing and business content in English - Spanish - Italian
- Website, apps and social media translation and localization
- Video translation and subtitling
- Localization research
- Copywriting
- SEO applied to translation
- Transcreation for marketing and apps
- Creation of Master Translation Memory English-Spanish in MemoQ and Smartling.
- On-boarding, training and managing team of freelance translators in: SEO for translators, marketing, digital marketing, ecommerce and entrepreneurship.
- Content creation: Article writing, ghost writing, tutorials, educational videos, podcast, social media copy, ebooks, lead-magnets, guides, blog.
- Content strategies development for the hispanic market. (21 countries)
- Managed team of guest writers and 4 freelance writers.
- Data analysis from Blog and Social channels and reporting to upper management to design or pivot content strategy.
- Delivered Shopify presentations in industry events in Spain, Latin America and Italy.
- Business Development meetings and report translations and interpretation English-Italian-English.

WEB MARKETING INTERN - CANADA

Rank Media | Aug 2015 - Dec 2015

- 5 months training program to get practical experience in web marketing and working with agencies:
 - Website translation and localization
 - Blogging y ghost writing for guest posting in different industries.
 - Content creation for different channels in English and Spanish
 - SEO and SEM audits.
 - Keyword research
 - Google Adwords, content and crowdfunding campaigns.
 - Analysis of Google Analytics data for reports.

CAT TOOLS

MemoQ
Smartling
Trados Studio

LANGUAGES

Spanish - Native
English - Advanced / Native
Italian - Advanced
French - Intermediate
Portuguese - Beginner
German - Beginner

TECHNICAL SKILLS

HTML
G Suite
GitHub
SEO & Google Analytics
Ecommerce
Content Marketing
Social Media Strategies
Online Marketing
Copywriting
Corporate Blogging
Project management
Video marketing
Market research
Segmentation
Webinar platforms
Podcast

CONTACT

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SOCIAL

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PREVIOUS TRANSLATION EXPERIENCE:

TRANSLATIONS INTERNATIONAL, INC. - 2008 - 2018

Translations English - Italian - English / French - English / Spanish - English of:

- Technical aviation agreements
- Birth, Baptism, Marriage and Death certificates
- Laws and regulations in agri-food

CONNIE BURGER TRANSLATIONS - 2009 - 2013

Translation project collaborations for the Government of Washington State and the City of Seattle on water sewage, health services, transportation and other general documents. English - Spanish

GRUPOS & ESTRATEGIAS, S.C - 2009

A/B Testing translations and market studies for Procter & Gamble female care and home cleaning lines. English - Spanish (2009)

UNITED NATIONS, CARACAS - 2007 - 2008

Documentation on refugee cases, public awareness campaigns, reports, country reports, training programs, natural disaster, evacuations. English- Spanish - English

US EMBASSY, CARACAS - 2005 - 2007

United States citizens civil documents, legal documentation, affidavits, court documents, repatriation cases. English- Spanish - English (2009)

UNITED NATIONS ONLINE VOLUNTEER - 2002 - 2007

UNDP's Millenial Development Goals project, English - Spanish

GHELLA SOGENE - 2004 - 2005

Technical and general documentation related to the construction of the Metro and Railways System in Caracas, Venezuela. English - Italian - Spanish(2009)

DELOITTE - 2003

Translation of Timekeeping software installation, set up and user manual. English - Spanish(2009)

UNIVERSIDAD CENTRAL DE VENEZUELA - AUDIO VISUAL AND CULTURAL DIVISION - 2003

Translation of videos and general documents. English - Spanish(1999-2002)
Interpretation English - Spanish for international guests and performers.

EDUCATION

GRADUATE DIPLOMA -MANAGEMENT & ENTREPRENEURSHIP

McGill University - Canada| 2017

BACHELOR IN ARTS - MAJOR IN TRANSLATION & INTERPRETATION

Universidad Central de Venezuela Caracas | 2003

CONFERENCES

GLOBAL LINK - SAN FRANCISCO - 2017

Annual Translation and localization conference organized by Smartling

ATA - SAN FRANCISCO - 2016

SOFT SKILLS

Motivation
Creativity
Resourcefulness
Public speaking
Team management
Leadership