

ALICIA ROSENOW
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PROFILE

- Broad experience as a committed independent translator and interpreter in English and Spanish with several years' hands-on experience in a corporate environment.
- Sales and Marketing experience in the Travel Industry and International Business.
- Proficient in Microsoft Office, Internet, Social Media, CAT-Tools.
- Self-motivated, extremely organized and time management skills to work independently.

PROFESSIONAL EXPERIENCE

Independent Professional Translator English-Spanish. Sunrise, FL. Since July 2016.
Business and marketing translations: Brochures, catalogs, newsletters, advertising flyers and websites.
Translations adapted to the local cultural context.

Atlantis Paradise Island, Bahamas. Plantation, FL. September 2014 - March 2016.
Worked directly with the Sales and Marketing Team in USA and worldwide to achieve growth and development of leisure business.
Researched and updated correspondence, flyers and brochures to translate from English to Spanish.

Radisson Resorts Aruba & Saint Martin. Fort Lauderdale, FL. September 2007 - June 2014.
Implemented marketing strategies to elaborate proposals, negotiation and contract generation for Groups coming from France, French Antilles and USA reaching the sales goals.
Translation of documents and company website from English and French to Spanish.

Air France. Sunrise, FL. September 2006 - September 2007.
Serviced passengers from all over the world utilizing knowledge of Air France products and services, improving dramatically the clientele satisfaction.
English, French and Spanish customer service phone lines.

Weight Watchers International. New York, NY. November 2003 – July 2006.
Initiated key partnership between New York and Mexico City on matters relating to marketing and advertising which resulted in marked performance improvements.
Implemented Mexico's website development and other management updates in English and Spanish.
Interpretation in meetings conducted in English and Spanish.

GSA International Incentives & Intermar Cancun (DMC). Oceanside, NY. January 2000 – July 2003.
Developed new site selection and recommendations for Meetings and Conventions in Mexico to Travel Agencies and Incentive Houses in USA to enhance understanding of Group Business in Mexico.
Participated in trade shows in USA and Mexico.

Christian Tours. Freeport, NY. September 1997 - May 1999.
Coordinated Groups traveling to Israel and Western Europe among the Spanish speaking communities in USA as well as escorted familiarization trips to Israel.
Researched and updated printed material in Spanish to grow customer base.

Tumlare Travel Organization. Mineola, NY. April 1995 - August 1997.
Promotion and coordination of Scandinavian Tours for leisure travelers.
Created a mailing program through corresponding software to insure product knowledge.

Fiesta Americana Hotels of Mexico. New York, NY. March 1992 - June 1994.
Generation and consolidation of contracts in English and Spanish with Tour Operators and Wholesalers.
Improved overseas customer relation and achieved fluid communication reflecting in sound occupancy numbers and precision of sales production data.

EDUCATION

New York University (NYU) Certificate in Translation English to Spanish
Transcreation •• Marketing and Advertising in the 21st Century •• Proofreading and Editing Spanish Texts ••
Computer Assisted Translation (CAT) and Terminology Management Tools.

Universidad Nacional Autónoma de México (UNAM).
B.S. International Relations. Faculty of Political and Social Sciences.