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**Native Portuguese speaker (Brazil)**

**Areas of Expertise: Travel – Technology - Digital Marketing - Sales & Marketing – General Business**

**University Diploma in Hospitality Management**

**MBA in Digital Marketing**

**Skills: Time Management | Attention to Detail**

**Work experience**

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Providing regular services clients from different industry fields. Projects related mostly to digital marketing and technology. Website pages (transcreation, translation). Texts for eCommerce platforms (product description, terms of use, policies). Blogs & Social Media content. Terms and keywords for SEO and SME. Market research. General Marketing content.

***References***

***NHCOL:*** *Guido Blattmann, CEO****:*** *guido@nhcol.com.br*

***Hyatt Hotels & Resorts (Brazil):*** *Piera Boaretto, eCommerce Manager**piera.boaretto@hyatt.com*

**Since Jan 2016**

**FREELANCE TRANSLATOR**

Source: English

Target: Portuguese BR

Leading the Brazilian market and hotels partnerships. Properties acquisition, activation, and implementation. Content management. Responsible for revenue generation, content creation & translation. **Main activities involving translation, transcreation and proofreading:** Translating a property profile - description, location, attractions, POIs, POS, facilities & services, restaurants and bars, conference & events, leisure & entertainment, rooms categories, cancelation policy, child policy, and amenities. Newsletters, merchandising and e-marketing campaigns. Customer service letters and emails. Sales & presentations for business review, marketing strategies, promotional campaigns, revenue goals/target, business development, and KPIs. Market research.

**2011 - 2016**

**MARKET MANAGER**

HOTEL SERVICES BRAZIL

**Orbitz Worldwide**

Chicago, USA

***Contact Reference***

*Sasha Ancona: Regional Manager LATAM*

*Sasha.ancona@orbitz.com*

As a global sales manager, my main responsibilities included leading the MICE sales team while generating and converting business to 200 independent hotels from the luxury collection.

Managing the following markets: UK, Ireland, Switzerland, Italy, Brazil.

**Translation activities**: marketing and advertising campaigns directed to the Brazilian market. Sales pitch and presentations for Roadshows, workshops, and sales calls in Brazil. Sales proposals to Brazilian agencies.

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**2008 - 2010**

**GLOBAL SALES MANAGER**

**Great Hotels Organisation**

London, UK

*Contact reference*

*Richard Barns: CEO*

*Richard.barns@gho.com*

**2005 - 2007**

**EVENTS COORDINATOR**

**Intercontinental Sao Paulo**

Sao Paulo, Brazil

Responsible for Events & Groups Sales and Coordination.

**Translation & proofreading activities**: Groups and Events contracts and agreements. Corporate rates agreements. Agency rates agreements. BEOs (Banquet Event Orders). Menus. Promotional banquet campaigns. Events/Groups sales proposals. Emails. Invoicing.

Developing marketing activities related to the Hotel Hilton Sao Paulo. **Translation activities**: Brochures and general marketing printed materials. Website pages’ translation and updating. Texts for Marketing and advertising campaigns. Corporate & Travel agencies rates agreements. Information and documents related to Hilton´s B2B loyalty program.

**2004**

**MARKETING COORDINATOR**

**Hilton Hotels & Resorts**

Sao Paulo, Brazil



**EDUCATION - DIPLOMAS**

**MBA - Digital Marketing | ESPM** | São Paulo | 2015

**Hospitality and Tourism | UCSD** University Extension | San Diego | 2002

**Hospitality Management | SENAC** | São Paulo | 2OOO



**Google Adwords | MateCat | SEO | Salesforce | MS Office | WordPress**