

ABOUT ME: From Buenos Aires, Argentina, I moved to NYC eight years ago with a Masters degree in translation. For the first two years I taught Spanish and then moved on to a career in advertising. For the past ten years I've also worked as freelance translator for private clients and collaborated with colleagues in the production and localization of documentary films. I'm a creative person by nature, so I've always chosen to work in creative environments with people who share a similar mindset. Books, Polaroids and yoga are my passion and what keep me grounded.

EMPLOYMENT

Freelance Translator, Proofreader & Spanish Tutor 2006 – present
Mindful Media, City MD, Wolff Olins, This is Pop, Hospitality eBusiness Strategies, Independent Television Service, WNYC, Kodak

SCPF/JWT – New York, NY October 2013 – October 2016

Account Supervisor for Revlon, Zyrtec, Benadryl & Tylenol

- Collaborated closely with planning, creative, digital, production and analytics teams to define brand essence/DNA, create strategic platforms, develop creative concepts and establish metrics to help ensure the success of the campaign.
- Managed 360 campaigns that included TV, digital banners, radio, print, website revamp and social media.
- Developed scope of work and kept track of advertising budgets.

GlobalWorks Group LLC – New York, NY May 2010 – October 2013

Account Lead for Pro Mujer

- Organized bilingual brand strategy workshops in NYC and Latin America with in-country directors and key stakeholders.
- Conducted qualitative research in Nicaragua, Peru, Bolivia and Mexico to validate refined brand positioning.

Translation Project Manager for U.S. Bank

- Coordinated the adaptation and typesetting of marketing materials in 12 languages and 10 cultural groups across all media. Campaign tactics included collateral, OOH, web banners, microsites, radio & TV spots, specialty items, and social media.
- Presented agency capabilities to different departments that resulted in out-of-scope projects.
- Managed the development of materials and specialty items to educate employees on banking behaviors, needs, and traditions of different cultural segments.

Spanish Translator & Proofreader *Procter & Gamble, U.S. Bank, Cablevision, Duane Reade, Weight Watchers, MetLife, Cadillac*

- Collaborated with cultural consultants and creative team in the localization process.
- Supervised recording sessions for radio and branding videos.

MP/Intermédica Publishing Houses 2005 – 2010

- Editor and proofreader of magazines and books.

EDUCATION

• **Integral Yoga Institute, NYC** Fall 2016

Hatha yoga teacher training Level I

• **Alliance Française, NYC** November 2011

French, Intermediary level intense course

• **Third Ward** August 2013

Introduction to Wordpress

• **Universidad de Belgrano, Buenos Aires, Argentina** December 2006

Masters degree in Literary, Scientific, Technical and Legal English-Spanish Translation

PROFESSIONAL CREDENTIALS

- American Translators Association (English into Spanish)

VOLUNTEER WORK

- First Friends of NJ & NJ, translator of manuals and brochures for Hispanic volunteers
- Food Not Bombs NJ, co-founder & organizer