María C. Estrada

English and French into Spanish Translator & Copywriter

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estraducopy

About me

Hi! I'm María, and I have been working as a freelance copywriter and translator for three and a half years. I help Marketing, Tech and E-learning companies consolidate their brand in a new market and reach potential customers through top-quality translations and content creation.

Teamwork, adaptability and enthusiasm are my keys to deliver all my projects on time and with the required quality to my clients.

I have translated and created content for brands that belong to the following sectors: Marketing & E-commerce, Fitness & Wellness, Migration & Languages, E-learning & Education, Software and Packaging.

Professional Experience

- <u>ClassPass</u> (2019 – PRESENT): Translator & Transcreator with a strong focus on product and marketing copy (and former editor)

- Packhelp (2019 – 2021): Translator & Content Creator with a strong focus on SEO optimization, product and marketing copy

- Big Bang Conversion (2020): Copywriting Mentor

- <u>Grupo R. Queraltó</u> (2016 – 2017): Translator & Content Creator with a strong focus on product copy for Amazon and other online platforms

- Tradophenia (2016): Translator & Project Manager

- Inmigramob: Editor & Content Creator with a strong focus on blog content and learning materials

*Work samples can be sent upon request

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The services I can offer you

My mission as a translator and transcreator is to:

- Analyze and implement the best keywords that will improve your SEO performance.
- Adapt educational and engaging blog posts that will increase the traffic towards your site.
- Adapt diverse landing pages (Home, About, Use Cases, Product Pages, Service Pages, etc.) that will increase your leads and conversion.
- Translate the interface to facilitate the user purchasing process.
- Adapt transactional mails, newsletters, banners, pop-ups, guides and other marketing materials to build engagement and give visibility to your brand.

My mission as a copywriter is to:

- Analyze and implement the best keywords that will improve your SEO performance.
- Create editorial calendars with trending topics that show your expertise and spark the interest of potential customers.
- Publish blog articles and optimize existing articles to increase the traffic towards your site.
- Prepare/optimize landing pages (Home, About, Use Cases, Product Pages, Service Pages, etc.) that increase your leads and conversion.
- Prepare/improve the copy of the interface to facilitate the user purchasing process.
- Prepare the copy of transactional mails, newsletters, banners, pop-ups and other marketing materials to build engagement and give visibility to your brand.

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The services I can offer you

Mi mission as an editor is to:

- Guarantee the readability of the text by detecting and fixing ambiguities, inconsistencies or omissions.
- Check that all the linguists are using the same terminology, and unify the terminology (if necessary) to keep consistency throughout all the text.
- Align the text with the style and tone of voice of the brand.
- Check that all the linguists are using the same language register.
- Create and update glossaries and style guides so that all the linguists follow the same grammatical and syntax rules.
- Do web testing and check that the copy is correctly displayed, and that CTAs and links are working correctly.

Education

- **Big Bang Conversion (2018)**

Adopta un Copywriter – Professional Copywriting Course

- **Universidad Internacional Menéndez Pelayo (2015 – 2017)**

Master's Degree in Translation and New Technologies – English/French > Spanish

- **Universidad Nacional de Educación a Distancia (2016)**

Proofreading Course, Spanish Language – Grammar, Syntax and Style

- **Instituto Superior de Estudios Lingüísticos y Traducción (2015)**

Mobile App Localization/Translation Course

- **Universidad Pablo de Olavide (2009 – 2014)**

Bachelor's Degree in Translation and Interpreting – English/French > Spanish