

CATHERINE KELLOGG

English to French/French to English Translator
with a background in Marketing & Advertising

New York, NY 10033

USA

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SKILLS

Translation
Transcription & Subtitling
Localization
Digital Marketing, eCommerce
Online Ad Copywriting (Adwords,
Amazon Product Listings)
Economic & Financial Topics

LANGUAGES

- ✓ **English:** Bilingual (20 years in the US)
- ✓ **French:** Native Speaker
- ✓ **German:** Intermediate
- ✓ **Spanish:** Intermediate

SOFTWARE

CAT: SDL Trados Studio, eLuna, Déjà Vu, Wordfast, Poedit 2
Subtitling: Aegisub
General: Adobe InCopy, MS Office, Acrobat Pro DC, Adobe Photoshop

EDUCATION

M.S. in Translation from ESIT
(École Supérieure d'Interprètes et de Traducteurs)
Université Sorbonne-Nouvelle,
Paris, France
2017 – 2019

B.S. in Marketing & Management from ESSEC
(École Supérieure des Sciences Économiques et Commerciales)
Cergy-Pontoise, France

PERSONAL

French/American Citizen

TRANSLATION EXPERIENCE

TRANSLATION INTERN at the FRENCH VERBATIM REPORTING SERVICE, UNITED NATIONS HEADQUARTERS, NEW YORK

July 2019 – August 2019

- ✓ Translated official UN meeting records from English to French for the General Assembly, First Commission, and Security Council.

TRANSLATION INTERN at the MINISTRY OF THE ECONOMY AND FINANCE, PARIS, FRANCE

July 2018 – August 2018

- ✓ Translated various types of documents from French to English, such as articles on economic and financial topics, brochures for French Customs authorities, blog posts, and tax assessment forms.
- ✓ Translated half (19,000 words) of the 2017 annual report of France's Financial Intelligence Unit (Tracfin), from French to English.

FREELANCE TRANSLATOR, EDITORIAL, BUSINESS & LITERARY TRANSLATION – ENGLISH TO FRENCH/FRENCH TO ENGLISH

Since 2015

- ✓ Business and editorial translation: Translate marketing materials, website copy, consumer emails, blog posts, theses, and simple contracts. (English to French and French to English)
- ✓ Localization of ad campaigns in France: Conduct keyword research, write ad copy in French (transcreation), translate landing pages, and product listings for Amazon.com. (English to French and French to English)
- ✓ Subtitle transcription and translation: Transcribed and translated a video series on health care challenges in Africa for Project #MOOCLive. (French to English)
- ✓ Built a portfolio of regular clients on Upwork through consistently delivering high quality work within deadlines.

- ✓ Literary translation: Translate, revise, and edit fiction and poetry from French to English, focusing on francophone writers of Africa and the Caribbean.
Co-translated *The Dancing Other (L'autre qui danse)* by Martiniquan writer Suzanne Dracius, which was published by Seagull Books (distributed by the University of Chicago Press) in May 2018.

OTHER PROFESSIONAL EXPERIENCE

MARKETING CONSULTANT at CONDÉ NAST MAGAZINES, NEW YORK

2015 – 2016

- ✓ Managed the promotional email calendar for Bon Appétit & GQ, with a goal to increase magazine subscriptions via offer and creative testing.
- ✓ Prepared advertising briefs and wrote email copy. Worked with in-house creative team to design new email creatives.

DIGITAL MARKETING MANAGER – LUXURY & FASHION ECOMMERCE at BLUEFLY, NEW YORK

2012 – 2014

- ✓ Drove the strategy, execution and optimization of customer acquisition programs for bluefly.com.
- ✓ Owned the Facebook paid media strategy: from ad creation and campaign setup, to optimizing ad creative and audience targeting to maximize revenue.

DIRECT AND DIGITAL MARKETING ROLES at DIRECT BRANDS/BOOKSPAN, NEW YORK

2004 – 2012

Direct Brands was the largest direct-to-consumer distributor of subscription media products in the U.S., home, among others, to Book-of-the-Month Club, Doubleday Book Club, and Columbia House.

- ✓ 2009 - 2012: Associate Director – Online Member Acquisition
Directed company strategy for search, display, and retargeting campaigns. Monitored weekly sales and channel performance against budget. Led Facebook advertising strategy.
- ✓ 2006 - 2009: Sr. Manager – Media Planning
Planned direct mail and email customer acquisition campaigns and analyzed performance.
- ✓ 2004 - 2006: Sr. Manager – Business Analysis
Managed new member acquisition budgeting process, campaign reporting and forecasting.

DIRECT MARKETING MANAGER at HOLSTED MARKETING, NEW YORK

2003 – 2004

- ✓ Executed direct mail campaigns from creative brief, to planning and post campaign analysis.
- ✓ Collaborated with fulfillment vendors to ensure accurate and timely implementation of marketing efforts.

DIRECT MARKETING MANAGER at BERTELSMANN'S BMG DIRECT, NEW YORK

2001 – 2002

- ✓ Oversaw reporting, planning and analysis for BMG Music Club Member Acquisition offline campaigns.

VOLUNTEERING EXPERIENCE

VOLUNTEER for NEW YORK CARES, NEW YORK

Since 2016

- ✓ Tutor middle school students for New York State English Language Arts test.
- ✓ Help Spanish-speaking adults improve basic English conversation skills.