

Certified English, Spanish & French to Brazilian Portuguese Translator

PROFILE SUMMARY

After dedicating 20 years to a fruitful advertising/marketing career, I realized that what I really loved about it was dealing with different languages and cultures. My former profession has given me tons of opportunities to do that. I have worked with the most interesting people and brands, traveled around the world both for work and pleasure, met with people from the US, Canada, Europe, Asia, Africa, India, and South America.

After moving to Portugal, it made a lot of sense to commit to this beautiful translation world fully. After all, if not now, when would I have another chance to do what I loved in the first place?

I have been dealing with translation in some shape or form for 26 years, having started right after I got my English proficiency degree from the University of Michigan in 1994. Yes. You read it right: 1994.

I am part of a generation that had the wonderful opportunity to see the world moving from the analogical to the digital world. I remember taking typing lessons, talking through landlines, and hearing the internet-connected through a dialed line. Having been exposed to such cultural diversity and experienced such life changes, I have developed great flexibility skills. I believe it to be a strong aspect of my personality.

My language pairs are English/Spanish to Brazilian Portuguese.

I specialize in Marketing, Communications, Media, Digital Media, Entertainment and IT.

PROFESSIONAL HISTORY

Certified English, Spanish & French to Brazilian Portuguese Translator **Self-employed**

2017 – current

When working for Fortune 500 companies, such as Avon, Coca-Cola, Unilever, GSK as Senior Advertising Manager, I have produced, revised, checked, and proofread countless briefs, presentations, sales, and marketing decks, creative scripts. I have also participated in several face-to-face meetings with senior management, not to mention endless voice and video conferences/meetings.

Over the past five years, I translated 30 children-driven books regarding SEL (Social Emotional Learning) for Peekapak, a Canadian company, from EN-PTBR and 2 novels from PTBR-EN.

I have subtitled one chapter of "Pretty Little Lies" for HBO from EN-PTBR, many chapters of "Keeping Up With The Kardashians," and "Parks and Recreation" for Amazon Prime from EN-PTPT, over 800 minutes for a large e-learning marketing and communications Spanish company from Spanish to PTBR.

I have also run QA and timed several episodes of "90201", "Beauty and The Beast," "Odd Couple," "Perry Mason," "Sabrina," and "Scorpion" for CBS from EN-PTBR.

I did a COVID-19 related subtitling project for a large British TV producer from PTBR-EN during the pandemic (2019-2020). I also worked for the American's FBOP (Federal Bureau of Police), proofreading English documents that have been translated from Spanish by several different translators.

RWS

2021 – 2023

Associate Translator, English/Spanish/French - PTBR

In-house translator

GLAXO SMITHKLINE PHARMACEUTICALS

2017-2018

Category Media Manager, Latin America

Managing Media Procurement and Planning for South Cone (Argentina, Chile, and Uruguay) and Brazil.

OPERA MEDIAWORKS (Rebranded to AdColony), Brazil

2013-2017

Country Manager, Brazil

Together with a senior manager and a director, we worked together with the best-in-class advertising agencies in Brazil to help them develop and execute their Mobile strategies.

Responsible for all marketing, sales, and PR localization from English or Spanish to Portuguese.

THE COCA-COLA COMPANY, Rio de Janeiro, Brazil

2011-2012

Consumer Connections Manager

Consumer Connections management to Coca-Cola and Coke Zero, acting as the specialist between the marketing team and Communications agencies (advertising, media, content, technology, social marketing, and mobile marketing).

Leadership of four Junior Managers and one Intern.

Developed many marketing and advertising documents presented to the senior team in English and Spanish (Latin America).

- AVON Latin America, São Paulo, Brazil** **2007-2011**
LATAM Brand Communications Senior Manager
 A direct report to the Marketing Vice-President of Latin America, responsible for the development and adaptation of creative pieces and media plans for 15 different Countries within Latin America, as well as the adaptation of packaging for all product lines. Leading a team of two Managers, one Supervisor, and four Designers, and six matrix reports in Brazil, Mexico, Venezuela, Colombia, Argentina, and Guatemala.
 Developed many marketing and advertising documents presented to the senior team in English and Spanish (Latin America).
- STARCOM UNITED, Toronto, Canada** **2005-2007**
Strategy Planner
 Responsible for media planning and execution for Procter & Gamble, Disneyland, and LEGO.
- TBWA, Brasília, Brazil** **2004**
Media Manager
 Responsible for managing the media department for TBWA's Brasilia branch. The major client was CAIXA (a publicly held bank). We were able to take the media managing at Brasilia's branch to another level, presenting a new template for media planning thinking that was widely used by the agency's senior management.
- BOEHRINGER-INGELHEIM, São Paulo, Brazil** **2003**
Marketing Consultant
 Responsible for media planning, negotiation, and execution strategy for all OTC products. Developed the Media Process for Brazil and rolled it out to Latin America. Actively participated in the launch of Buscopan when becoming an OTC product, supporting the marketing team in developing the communication strategy.
 All presentations and documents were developed and presented in English.
- TELEFÔNICA, São Paulo, Brazil** **2002**
Senior Marketing Analyst, Corporate Marketing
 Responsible for Media Planning and Execution for all Telefónica businesses in Brazil.
- INTELIG TELECOM, Rio de Janeiro, Brazil 2000-2001**
Senior Marketing Analyst
 Responsible for the media plans and budget control for B2C and B2B projects.
- McCANN ERICKSON, Rio de Janeiro, Brazil** **1998-2000**
Media Coordinator
 Responsible for the media plans and budget control for Fanta, L'Oréal, and ESSO.
- UNIBANCO S/A, Rio de Janeiro, Brazil** **1994-1998**
Manager Assistant
 Cashier telling and product sales.

EDUCATIONAL PROFILE

Certificate in Translation & Language Services, University of Toronto – May 2019 to January 2021.
Communications and Advertising Accredited Professional (CAAP), ICA, Toronto – July 2006 to March 2007.
Master in Business Administration, ESPM Escola Superior de Propaganda e Marketing, São Paulo, Brazil, August 2002 to July 2004 -- Major: Marketing and Minor: Corporate Management.
Bachelor Degree, Universidade Estácio de Sá, Rio de Janeiro, Brazil, August 2000.
English Proficiency, University of Michigan, Ann Harbor, USA, July 1997.

LANGUAGE AND COMPUTER LITERACY

Computer – MS Office Proficiency, TRADOS Studio, MemoQ, SmartCAT, CafeTran 2, Annotation Edit, SRT Pro, Oona, Coach.
Languages –Portuguese Brazilian (native), English (near native) and Spanish and French (professional proficiency).