

Evgeniya Egorova

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Summary

I'm a localization specialist, copywriter and translator. My areas of expertise are UX copy, website and app localization, e-commerce, creative translations, and PR.

One of [LocJam 4](#) game translation competition winners.

Currently based in Helsinki. Willing to work remotely.

Education

2005–2010 Moscow State University of Printing Arts

Advertising (PR as a major), Master's degree, average grade – 4.8 out of 5

Languages

English – fluent, Russian – native

Relevant experience

September 2013 – December 2017 (4 years, 4 months)

Booking.com (Moscow, Russia) – Language Specialist

- Providing localized and commercially focused translations (English -> Russian) for Booking.com customer- and partner-facing websites and apps.
- o *Partner-facing projects included B.com hotel/property management system, BookingSuite revenue and website management tools, and affiliate partner platform.*
- Translating PR and marketing materials, newsletters, user guides etc.
- Occasionally writing creative and PR copy in English.
- Performing localization tests for translated websites and apps, reporting issues via Jira and MantisBT.
- Running localization projects: tone of voice guidelines for Russian, copy experiments based on competitor analysis and user feedback etc.
- Maintaining glossaries, style guides and translation memories.
- Providing quality assessments for freelance translators.

June 2012 – September 2013 (1 year, 4 months)

Brand Affairs (Moscow) – PR agency

Copywriter (Russian, English)

- Writing and editing press releases etc for electronics, home appliances and FMCG brands like Pioneer, Canon, Avon etc.
- Translating texts from Russian to English and vice versa, writing in English.

June 2011 – June 2012 (1 year 1 months)

Pro-Vision Communications (Moscow) – PR agency

Copywriter (Russian, English)

Writing and editing press releases, articles etc. for PlayStation, Electronic Arts, IT and technology brands.

July 2009 – February 2011 (1 year 8 months)

Media Nation (Moscow) – Internet marketing agency

Project manager

Running 22 projects including PPC campaigns (in Russian and English) and SEO support.

2007 – 2009 (2 years)

Absolute games (ag.ru) – Video games reviews website

Writer, freelance

Writing reviews and previews on videogames (25 in total).