

MAURO TADEU BAPTISTA SOBHIE

mauro.sobhie@gmail.com – Cell: +55 11 96608-0307

www.linkedin.com/in/mauro-sobhie/ - São Paulo/SP – Brazil

OBJECTIVE

Freelance translator / reviewer

SKILLS

Ability working in large global projects in multicultural environments using different software platforms. Multidisciplinary knowledge aligned with hands-on experience in different areas of the business. Strong analytical problem-solving mindset, interpersonal skills and team player attitude. Great communication in English and Portuguese, French and Spanish for reading and conversation.

ACADEMIC BACKGROUND

PhD in Applied Linguistics - PUC/SP. Dissertation: *Comparative analysis between press releases and news (in Portuguese)*. Sentiment Analysis and Corpus Linguistics. 01/2004 to 08/2008.

Master's in Applied Linguistics - PUC/SP. Thesis: *Language and B2B Marketing: Interaction in brochures (in Portuguese)*. Systemic Functional Linguistics. 01/2001 to 05/2003.

Post-Graduation in Marketing – ESPM/SP. 01/1991 to 06/1993.

Electrical Engineering, Electronics – Mackenzie University, Sao Paulo. 01/1982 to 12/1987.

WORK EXPERIENCE

TECHNICAL TRANSLATOR (self-employed). From 03/2018.

Technical and official translations for state-of-the-art technologies with Trados and Memsource.

WEB LOCALIZATION SPECIALIST at National Instruments Brazil. (Electronic Test & Measurement, Automated Tests, Control Systems, RF). 09/2011 to 03/2018.

Professional responsible in Brazil for a successfully implemented project intended to promote Brazilian Portuguese as a first tier supported language in their global platform, including:

- Translation of hundreds of web pages (see ni.com) for products and services (product descriptions, case studies, press releases, tutorials, application notes) and several e-Commerce applications, using tools as Trados & MultiTrans (~1.000.000 words);
- Content and translation memory management in ExTra and VCM;
- User interface testing (features & content) and troubleshooting (reporting & retesting);
- Developed a terminology base for technologies as PXI, RF, control, and test & measurement for industries as Automotive, Gas & Oil, Semiconductor and others;
- Developed a Style Guide for Portuguese;
- Training for a novice translator (technical translation) and engineers (in a review procedure that improved their productivity in that task);
- Technical and linguistic support to Marketing, including some copywriting;
- Self-initiated activities, as LabVIEW CLAD certification (graphical programming), web metric analyses, and LabVIEW applications, as a wordlist generator.

PROJECT / PRODUCT MANAGER AND TRANSLATOR (**self-employed**). 02/1993 to 09/2011.

Localization services for multinational Electronic Test & Measurement Companies as Hewlett Packard/Agilent and Anritsu Brazil (then 85% of the Test & Measurement market in Brazil) for over a decade as their preferred localization provider, including

- Product management, introducing then new features as technical reviews, upfront glossaries, and a new review procedure (with doubled productivity), among others;
- Localization projects management (translators, reviewers, desktop publishing professionals) for more than 50 operation and user manuals, besides many presentations, application notes, case studies, tutorials and other technical assets under strict requirements of quality and time;
- Terminology base for technologies as electronic test & measurement, optical fibers, and RF;

FIELD SALES ENGINEER at **Anritsu Wiltron Eletrônica Ltda.** (Test & Measurement Systems and Instruments for Electronics and Telecommunications). 11/1989 to 01/1993.

Sales engineer responsible for customers in the Greater Sao Paulo area, including:

- Customer support from initial contact to specifications and technical-commercial proposals;
- Equipment demos, and first-level technical support for instruments from technologies such as optical fibers, RF, and data communications;
- End-user training campaigns on optical equipment (optical source/power meter, OTDRs) in several cities across Sao Paulo countryside area.

ELECTRONICS ENGINEER at **NEC do Brasil S/A.** 01/1988 to 05/1989.

Public Phone Switches Division. In-factory automated tests, quality assurance and troubleshooting with several switches delivered on time. I also created a database of faults and corrective measures.

ELECTRONICS ENGINEER INTERN at **Cibrapam Téc. e Comercial Ltda.** 05/1987 to 12/1987.

Final adjustments and repairs on optical pyrometers in lab. I also modified the original project to expand the product line, along with their technical documentation.

CLERK IN BANK BRANCH at **Banco do Estado de S. Paulo S/A** –05/1985 to 06/1986

Customer assistance for financial investments. A big challenge here was the front-end support I provided to the customers during the first big economic plan in Brazil, the *Plano Cruzado*.

OTHER ACTIVITIES

Book Article - Stages in Business to Business Brochures. **In** *New Approaches to Discourse and Business Communication*. Palgrave McMillan. 2009. London.

Book Article – O engajamento em um artigo de opinião sobre as novas tecnologias (Engagement in an opinion article on new technologies). **In** *A linguagem da avaliação em língua portuguesa (The language of Appraisal in the Portuguese language)*. Pedro e João Editores. 2011. Sao Paulo.

Peer Reviewer in a scientific publication - L@EL em (dis-)curso. From 2008 to 2012.

Participation on Examination Boards for qualifying master's thesis'. From 2004 to 2006.

Several Communications in Conferences, Brazil and abroad.

Blogs: <https://ointrepidcozinheiro.blogspot.com/>; <https://intrepidcookingbeginner.blogspot.com/>

ONLINE COURSES

Product Management – LinkedIn, (2 h, 2018) and Udemy (5.5h, 2019). Project Management – Catho (16h, 2011). Sentiment analysis with Python and NLTK (5.5h, 2019). In progress: courses on Data Analysis, Vision and Artificial Intelligence.