

Noélia Santos

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<https://noeliasantos.com/>

Summary

As a linguist, my professional identity cannot be disassociated from the languages I know. That is why I always start with: European Portuguese is my primary language, closely followed by a native-level Spanish, full professional proficiency in English, and a good understanding of Italian.

My passion for languages and literature, plus my curiosity about how universal concepts are expressed in different languages and cultures have defined my career path so far. It will surely continue to be a determinant in my next milestone in the language industry.

It's been almost 15 years providing multilingual language services. Starting as a freelance literary editor, book designer, and translator, and as an in-house content marketing specialist, eventually, I became a tech-savvy localisation project manager, with extensive knowledge in CMSs, TMSs, and CAT tools.

With over six years of working for multinationals in Agile, SaaS, B2C, and B2B environments (Primavera BSS and Stannah Stairlifts), I have a proven track record of managing complex localisation projects from start to finish, including effectively managing budget and communication of localisation requirements to multiple stakeholders across different countries and work cultures.

As a detail-oriented and data-driven person, I have developed project management skills, leading to a successful implementation of a localisation program and KPI ecosystem, determinant to the digital growth of Stannah.

Working closely with in-house development and UX design teams, I managed long-term collaborations with agencies and freelance LSPs to support international growth. I've helped with launching Products, Websites, Campaigns, and Landing Pages for more than 25 markets/language pairs, such as FI, SK, TR, HB, GR, AR, to JP, to mention a few.

At the moment, as a freelance LSP, with enough time and flexibility, I've been able to upgrade my localisation management skills by developing an understanding of how modern ML and AI are driving machine translation with humans-in-the-loop. On the opposite side of the spectrum, I'm also taking a chance at book translation, fiction, and non-fiction. The reason why I became a linguist!

From book designing and editing, from translation, transcreation, to content writing, you can tell my experience in the localisation industry is supported by a comprehensive and consistent activity in all kinds of written content production. This, I believe, gives me a competitive edge, and creative problem-solving capabilities, crucial to providing reliable and effective language services.

Experience



Full-time Freelance Translator, SEO Content Writer and Localisation Project Manager

Noélia Santos - Freelance Translation/Localization Project Management

Oct 2021 - Present (3 months +)

As a freelance language expert, I can work as an extension of your team and provide content in European Portuguese and Spanish, while also managing the entire process of translating your company's content for more than 20 language/market pairs and providing the insights needed to succeed at global scale.

Senior Content Writer | B2B and Internal Marketing

Teleperformance

Jun 2021 - Oct 2021 (5 months)

As part of the Global Marketing Team, my role was to outline content strategy and communicate in English for B2B, Internal and Global audiences. Occasionally, translate and localise content into Portuguese and Spanish for IberoLatAm markets.

- web pages
- blog articles
- video scripts
- white papers
- sales decks
- e-books
- social media posts

Topics covered:

- Customer Experience
- Artificial Intelligence and Machine Learning
- Digital Transformation
- Robotic Process Automation
- Retail and E-Commerce
- Web Security
- Human Resources
- Corporate Social Responsibility
- Quality Assurance



Part-time Translator, Copywriter and SEO Content Writer

Noélia Santos - Freelance Translation/Localization Project Management

2007 - Oct 2021 (14 years 10 months)

Helping agencies and businesses in the tech, museum, health care, luxury fashion, and e-learning sectors with international content strategy, including copywriting, translation, and transcreation into European Portuguese and Spanish.



Marketing Content Specialist & Translation/Localisation Project Manager

Stannah Group

Jan 2017 - May 2021 (4 years 5 months)

Translation and Localisation Project Management for 25+ languages, with CAT tools, MTPE and TMSs, working closely with Development and UX Design teams, briefing translation agencies, and freelance language service providers to roll out websites and marketing campaigns;

Including:

- International market research to identify the competitive environment, in order to set the right localization strategy and drive the company's international growth;
- Google Analytics reporting for SEO and KPIs analysis;
- Blog content writing in English - for internationalization;
- Blog content writing, translation, and localization in Spanish and Portuguese;
- Writing for SEO and UX optimization;
- Copywriting and transcreation for Web and Google/Facebook Ads in Spanish;
- Social Media content calendar planning;
- Social Media Community Management;
- Voice-over in Portuguese and Spanish;
- Subtitling in Portuguese and Spanish.



Freelance Translator and Proofreader - Portuguese, English, Spanish

BabeliUM

Dec 2011 - Jan 2021 (9 years 2 months)

Technical translation into Portuguese, Spanish, and English.

- Translation Memory and Termbase Management.



Senior Customer Service Representative (Spanish market)

Randstad Portugal

Jul 2015 - Dec 2016 (1 year 6 months)

Tier 2 Technical Customer Service for a US multinational technology company



Translation/Localisation Project Manager - English, Portuguese, Spanish

PRIMAVERA Business Software Solutions

Jul 2014 - Jun 2015 (1 year)

As part of the Content and Documentation Team of a B2B SaaS company, I translated topics related to Accounting Automation, Business Reporting, Fiscal Reporting from Portuguese into English and Spanish, while managing Translation Memories, Termbases, and contacting external agencies and freelance language service providers.

I was also responsible for Software Localisation Management, from the initial identification and extraction of localizable elements, to the final testing of multiple language versions on Websites and Apps.



Senior Customer Service Representative (Spanish and Portuguese markets)

Adecco

Jun 2011 - Jun 2014 (3 years 1 month)

Tier 2 Technical Customer Service for a US multinational technology company.



III Symposium of Young Researchers in Translation

Universitat Autònoma de Barcelona

Jun 2012 - Jun 2012 (1 month)

Conference Presentation: "Literary translation as a cross-cultural event – a case study on the English and Spanish versions of 'The Year of the Death of Ricardo Reis', by José Saramago"



Freelance Literary Proofreader and Press Release Writer

Noélia Santos - Freelance Translation/Localization Project Management

Apr 2010 - May 2011 (1 year 2 months)

Proofreading in Portuguese and press release of literary and technical books for independent book publications.



Lexicographer and Terminologist

Grupo Leya

Sep 2010 - Apr 2011 (8 months)

Freelance collaborative work in a Portuguese Dictionary, for Texto Editores, Grupo Leya.

- Terminology and Lexic management.



Book Inner Page Designer

Neoma Produções

May 2010 - Oct 2010 (6 months)

Book Inner Page Designer of "Apolion", "Tempo" and "Reflections", by Richard Towers, using Adobe Indesign.



Editing Coordinator and Literary Proofreader

Grupo de Comunicação Novembro e Edições Cão Menor

Mar 2009 - Mar 2010 (1 year 1 month)

Editor, proofreader, and press release writer of literary and technical books;

Book release presentations all over the country;

Translation, play-writing adaptation ("Arte de Rua") and interpretation at "Escritaria 2009 Festival", devoted to the Nobel Prize winner José Saramago.



English Teacher at Elementary Schools

Município de Vieira do Minho

Nov 2008 - Apr 2009 (6 months)

Worksheet design and role-play activities for children under the age of 10.

Education



Universidade do Minho

MA Multilingual Translation and Communication , Language Interpretation and Translation

2010 - 2013

- Translation and Communication in different contexts - advertising, technical, literary, subtitling, working on a multilingual basis (Spanish, Portuguese and English)

- CAT Tools

- Translation & Localization Project Management

- QA in translation

 **Nimdzi - Language and Localization Industry**

Online Course, Localization Project Management

Jul 2021 - Jul 2021

This course is designed for localization project managers and localization team leaders, as well as other localization professionals (such as localization solutions architects, translators and internationalization engineers), who are looking to improve the effectiveness of their localization programs by implementing a KPI ecosystem.

 **Udemy Alumni**

Online Course, Project Management

Sep 2021 - Sep 2021

Waterfall and Agile project management, performed with Scrum

 **CIOL Translation Division**

SEO for Translators, Language Interpretation and Translation

Sep 2021 - Sep 2021

- Understand the importance of SEO for translators and localisation experts
- How to start creating an effective content strategy using SEO
- Getting to know some in-demand SEO-related linguistic services

 **Factory Braga**

Digital Marketing Course, Digital Communication and Media/Multimedia

2017 - 2017

Social Media; SEO and Online Ads; Metrics and Analytics; Copywriting; E-mail Advertising and Landing Pages; Display Advertising

 **Factory Braga**

Google Analytics, Digital Communication and Media/Multimedia

2017 - 2017

 **FOCO - Professional Training & Coaching ANJE**

Transmedia Storytelling Course, Creative Writing

2017 - 2017

 **SDL**

SDL Trados for Project Managers Course, Language Interpretation and Translation

2014 - 2014

Translation Project Management Software

 **Universidade do Minho**

Graduation in Portuguese and English Studies, Arts and Humanities - Lexical Databases - Digital Libraries - Lexicography - Bookpublishing

2006 - 2008

- Intercultural Studies
- Interdisciplinary Studies (Cinema, Literature and Cyberculture)
- Lexicography
- Digital Libraries
- Book publishing/Editing
- Annotation languages (HTML, CSS)



Universidade do Minho

Portuguese and English, > Language, Literature and Pedagogy

2002 - 2006

- Literary Theory;
- Portuguese and Brazilian Literature;
- English, North American and Irish Literature;
- English and Portuguese Linguistics;
- Pedagogy and Sociology.

Licenses & Certifications



Learning Integrated Content Marketing - LinkedIn



Ninja Writing: The Four Levels of Writing Mastery - LinkedIn



Developing a Competitive Strategy - LinkedIn

Skills

Translation Services • Portuguese, English and Spanish • Multilingualism • Literary and cultural studies • Multimedia • English • Spanish • Portuguese • Italiano • Proofreading