

# LUIS ESTRADA

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A recently graduated, personable and trustworthy translator, native French and Spanish speaker, with many years' experience in marketing and sales in industry and commerce, and in language teaching. Has translated many documents and projects in French, Spanish and English. In-depth knowledge of French and Mexican cultures, excellent writing skills, pays careful attention to detail and works quickly and efficiently in order to meet deadlines.

## EDUCATION

University of Manchester, MA in Translation and Interpreting	2019 - 2020
University Paris 13, MA in Management and Marketing	2007-2009
University Laval, Quebec, student exchange Marketing MBA	2008-2009
University Paris 13, BA in Management	2003-2007
University of Seville, student exchange, BA in Management	2005-2006

## DIPLOMAS AND CERTIFICATIONS

IELTS academic exam 2019: 7.5	
Cambridge Business English certificate	2015
TOEIC 2010: 980/990	

## USED SOFTWARE

Microsoft office pack, Subtitle workshop, Trados, MemoQ

## CAREER SUMMARY

### Translator (Freelance)

Spotl

May 2021 to date

Subtitling: pre-edition (French) of videos ranging from 5 minutes to an hour via their platform

- Improvement of NMT generated subtitles
- Correction of spelling mistakes, punctuation, tenses
- Mostly video about marketing, business, finance, accounting, RSE
- Work always delivered on time

OneForma

November 2020 to date

Machine translation and human translation post editing from English into French for OneForma:

- Revision and correction of phrases or segments of phrases in order to improve neural machine translation
- Daily average output of 200 to 250 phrases into the system
- QA score superior to 90%

Various jobs

December 2020 to date

- Translation related jobs for various companies

## Sales and Administration Executive

- Translation of technical marketing materials: brochures and leaflets in order to attract European clients; translated customer emails and requirements into French
- Acquired regular French customers at Colas Group, a world leader in more than 50 countries with 58.000 employees, after presenting and demonstrating products on site in France
- Managed sales orders for UK and European customers, responsible for sending products and ensuring that the correct order was received
- Represented the company at international events: World of Concrete and Intermat 2018 which increased sales in Europe
- Provided customer service and administrative support, responding quickly and efficiently to ensure smooth-running of processes

**MUSEO CASA DE LA CIENCIA, Seville**

2016 - 2017

## Marketing Executive

- Contacted tour operators and travel agencies to attract new customers via an email and telephone campaign, which concluded with a 15% increase of the museum visitors in 6 months
- Improvements of marketing mix and strategies in order to promote the museum and attract more customers (ticket price adjustment, change of communication strategy), monitoring of results
- Social media management: publications on Facebook and Twitter on a weekly basis
- Use of digital tools (Google Analytics) in order to create accurate reports

**NCO EUROPE, Preston**

2015 - 2016

## Collections Agent

- Obtained and tracked payment commitments from different companies mostly present in Europe, with a monthly objective of at least 40 payment commitments to achieve
- Account management for EMEA zone. Obtained sometimes payments worth more than 100,000 USD by a single company
- Customer service: answered information requests from customers in a quick and efficient manner
- Translations of documents and emails from French and Spanish into English

**MCI INTERNATIONAL, Mexico City**

2013 – 2015

## Marketing Executive

- Media plan: close collaboration when designing leaflets, brochures, posters and related marketing materials
- Communicated with B2B and B2C customers, visited customers when needed in Central or North America
- Provided product descriptions and images for company website in Spanish and English
- Social media management: publications on Facebook and Twitter on a weekly and monthly basis. As a result, increase of sales of 10% in central Mexico
- Attended and represented company at national and international trade shows in order to enhance company presence and boost sales
- Assessed results of marketing campaigns with google analytics help
- Created and produced market research reports about specific products and markets

- Made recommendations to senior managers based on research findings

## **GRUPO SINGULARIS, Mexico City**

2010 -2013

### Marketing Executive

- Competitive intelligence about language teaching organizations in Mexico City
- Processed and analyzed raw data into reports for manager who took decision according to it
- Use of social media to promote activities via Facebook and Twitter
- Translation of marketing material (brochures and leaflets) from Spanish into English
- Participation in teaching events
- Customer service and administration: replied to customers queries

## **STANLEY TOOLS, Monterrey**

2009 -2010

### Marketing Intern

- Analysis of product portfolio of locks, padlocks and hinges essentially
- Creation of a report regarding venture of company in the electronic locks market
- SKU rationalization, analysis and stock run out plan implying discounts and offers
- Organization of events in Hardware stores (The Home Depot and Lowe's)
- Liaising with the factory to agree on different/new labels, shelf- ready packaging