



Elena Franzoni

UX / Marketing, Tourism, Medical Translator
& Localisation Specialist

Contact Me



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Expertise

- Translation / Localisation/ Proofreading
- UX / Microcopy
- Copywriting
- SEO & Social Media Management
- Language Teaching

Additional Courses

February 2023

Udemy - Professional Development Courses (Online)

- **Copywriting and Persuasive writing** (Gabriele Prevato)
- **Copywriting** (Luca Tornabene and Matteo Olla)
- **UX Writing** (Dr. Katharina Grimm)
- **UX/UI Desing** (Danilo Africano)

February 2023

UniD Campus - Online university

- **Social Media Manager Course** (Giacomo Cellini)
- **SEO Copywriter Course** (Riccardo Capannelli)

October 2022 - January 2023

Feltrinelli Education (Major Italian publishing house)

- **Editing: structure and weaving of a text**

April 2022 - Present

ICOTEA - Learning institute (Milan, Italy)

- **M.A. in Literary Translation and Publishing (EN>IT)**

August 2021

CTI Communication Trend Italia (Milan, Italy)

- **M.A. in Medical and Pharmaceutical Translation (EN>IT)**

November 2011

Dublin Business School (Awarding Body: Institute of Commercial Management-UK)

- **Diploma in Human Resources Management**

Experience

2019 - Present

Carpi (MO), Italy

Language Atelier

Freelance Translator / Localisation Specialist

Translating, localising, and proofreading UX/Marketing, Tourism and Medical texts, Apps, Websites, and Digital Products for large multinational companies. Providing Italian language courses online both for private students and universities.

2013 - 2019

Carpi (MO), Italy

Benedict School

Language Teacher / Assistant Director of Studies

Teaching Business, General English/Italian and English for Special Purposes both in companies, to groups and to individual students. Administration (August-November 2014)

2005 - 2013

Dublin, Ireland

HP (Hewlett-Packard) , Dublin, Ireland

PayPal Inc., Dublin, Ireland

Covidien (ex-Tyco International Ltd.), Dublin, Ireland

Customer Assistant

Primarily involved in Customer Relationship Management for several multinational companies. Translating staff training manuals and company procedures from English to Italian. Developing template documents to use for public communication. Training new call center staff.

2008 - 2010

Modena, Italy

Minerva Srl - Recruitment Agency, Modena, Italy

Junior Recruiter

Drafting job descriptions, web publications, and marketing activities, CV translations from English to Italian, conducting interviews and selecting candidates.

2007 - 2008

Dublin, Ireland

Dun Laoghaire College of Further Education &

(Malahide Community School)

Italian Language Teacher

Within the Adult Education program - Teaching the Italian Language and Culture to adults and working as a freelance translator.

Education

February 2021

Pescara, Italy

School for Interpreters and Translators in Pescara, Italy

M.A. in Specialized Translation (EN> IT) (IT> EN)

Technical, Tourism and Web sectors

October 2019

Bologna, Italy

University of Bologna

M.A. in Linguistics (with English Language and Italian

Language Teaching) Final Mark: 110/110 with honours

2010 - 2013

Venice, Italy

University of Venice - Ca' Foscari

M.A. (ITALS) in Teaching the Italian Language and

Culture Abroad

March 2006

Bologna, Italy

University of Bologna

B.A. in Modern Foreign Languages, Linguistics and Literature (English, Spanish and Finnish)

Languages

- **Italian** Native speaker
- **English** Fluent (C2)
- **Spanish** Intermediate (B2)

Computer Skills

- **Cat Tools:** Trados Studio, Matecat, Smartling, Crowdin, MemoQ
- **Microsoft Office**
- **Analytics**
- **Adobe**
- **Canva**
- **Social Media**
- **Rytr**
- **Xbench**
- **Wondershare Filmora (Video Editing)**
- **Mailchimp**
- **Trello**
- **Grammarly**
- **Google Docs**
- **Google Trends / Google Ads**
- **SEMrush**