
PIMPATRA SANTAPUNT

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PROFILE SUMMARY

Self-motivated individual with high analytical skills and expertise in linguistics. Experienced in localisation field, ranging from translation, copywriting to reviewing. Past projects include website and app localisation, dubbing translation and copywriting for globally and locally reputable corporate clients.

- Strong critical analysis, skilled in conducting research and utilizing resources to form argumentation
- Excellent command of language and its effect on different types of audience and purpose (both cognitive and social aspects of language)
- Experienced in working with clients in content localisation, reviewing and copywriting
- Highly collaborative, sensitive and open to different opinions

WORK EXPERIENCE

Freelance linguist (remote) 2023-present

Collaborate with overseas language service providers (Giantech, Cherish – China). Work as a translator, copywriter, reviewer for various types of localisation content (apps, websites, marketing copies), for big multinational firm clients.

Working with multiple organisations in various localisation projects (part-time) 2021-2023

Transcreated short ads article for WHA logistics. Proofread the WTW's website translation to ensure consistency with WTW's corporate brand communication guidelines and smooth localisation to target language and culture.

Lexicon, digital marketing and PR agency, Thailand. (intern) July-August, 2022

Drafted English and Thai copywriting for clients' website articles, LinkedIn and Facebook captions, video scripts, spontaneous posts and Lexicon's blog article. Executive branding.

- Localisation: translated and transcribed videos, website page localisation.
- Content writing: drafted educational articles, captions and video scripts.
- Teamwork collaboration: worked with senior colleagues within and across business units.

Part-time dubbing translator, Iyuno Media Group, Thailand 2017-2019

Translated English scripts into Thai with the emphasis on ensuring the synchronisation of the characters' lips with authentic dialogue. Worked under tight deadlines.

Part-time freelance EN-TH, TH-EN translator 2016-2017

Translated documents including cover letters, plays, blog articles, business presentations, research journals, news and speeches.

EDUCATION

University College London (UCL), MA Applied Linguistics, Merit 2022-2023
Specialise in Discourse Analysis and Branding. Critically analyse language as a social practice that creates behavioural changes and influences people's perceptions in political, economic, educational and private spheres of life.

- **Dissertation topic:** Investigating branding through a discursive approach: Glossier and the construction of brand image and women's representation.

University College London (UCL), BA Linguistics, First Class Honours 2019-2022
Specialise in Pragmatics, taken modules are a combination of theoretical and experimental linguistics in Syntax, Semantics, Pragmatics, Phonetics, Phonology and Language Development. Conduct a number of independent research as part of the course. Collaborated in group works and interactive tutorials in a variety of discourse such as leading syntax problem solving group in the first year.

- **Dissertation topic:** The role of literal meaning in metaphor comprehension.

ADDITIONAL

Credentials: Best International Student of the Year (A-Levels), York College, 2019
Personal interest: founded an art brand, promoting and selling my hand-embroidery products. Self-published a self-written online fiction book.

IT literacy: MS Word, MS Powerpoint, MS Excel

Language: Thai (Native), English (Full Professional), Mandarin (Elementary)

Volunteering: transcribed Buddhist preaches (2019-2020)

REFERENCE AVAILABLE UPON REQUEST