

Mounir Loukoumanou
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Summary

Accomplished professional linguist with a proven ability to write and translate from English to French and Spanish to French. Extensive experience dealing with medical, marketing, IT, Business, web translation and SaaS localization. Expertise includes:

Copywriting	Software Localization	Post editing
SEO Strategy	Marketing Transcreation	Revision
Social Media	Proofreading	Rewriting

Experience

Codezys: Web and mobile app development company based in France

Translator and Content Specialist

2021---2022

Responsible for writing and localizing inner app contents. Head of marketing department, tasked with overall content strategy and globalization.

Copywriting: Wrote clear, attractive copy with a distinct voice, interpreted copywriting briefs to understand project requirements, conducted high-quality research, use SEO principles to maximize copy's reach.

- **Demand Generation:** Increased app downloads x5 in less than a month through high quality SEO translation and audience targeting.
- **Brand:** Increased apps awareness by 2X in 10 months through social media trends. Developed brand---awareness strategy.

Blend Localization

Freelance Translator, SEO Transcreator and Game Tester

2020---2022

Responsible for translating and Transcreating e-commerce product titles for SEO ranking on Google.

- **Translation:** Provided accurate translations of texts from English to French, used SEO tools to search for relevant terms in the target language, organized translated contents to fit in search engines rules and guidelines, liaised with colleagues to ensure that translations are true to the original meaning.
- **Transcreation:** Recreated contents from the target language to remain more original and free from the source language bondage, provided accurate copies from translated materials, wrote high-quality product descriptions and provided supporting content.

- **Game Localization:** Played through games to detect any linguistic bugs that could mislead target players, adapted texts, the cultural references, and the idioms in a way that preserves the player's immersion.

Digitalens Ltd

Translator and Copywriter ---- Content Department

2020---2022

Wrote compelling content for print, web, product packaging, advertising, and marketing materials, produced well-written content that is SEO friendly and optimized for conversion, created compelling ad copy, landing pages, and marketing campaigns.

- **Results:** Increased traffic by 100%, increased conversion rate x2 in less than 5 months, enabled the company to gain more permanent clients.

IQVIA

Freelance Medical Translator

2020---2022

Provided accurate translation of patient materials from English to French and Spanish to French, documented changes to translated materials, checked dictionaries, glossaries and encyclopaedias for unknown words, collaborated with colleagues to follow the company's guidelines and translation rules.

SUMMALINGUAE

Freelance Marketing Translator

2019---2021

Provided accurate translations back translations of texts and rationale, adapted the text, the cultural references, and the idioms in a way that preserves the target user's immersion, liaised with colleagues to ensure that translations are true to the original meaning, continually took language fluency assessments to certify fluency.

Additional Experience

Social Media Manager, Online English and French Teacher, Customer Service Representative, Team Manager...

Education

- University of Buea, Master in Language Translation (English, Spanish and French) 2019—2021
- University of Buea, B.A in Linguistics and Bilingual Studies (English and French) 2015---2019

Software and Translation Tools

- Trados
- MemoQ and MemoQ Web
- Wordfast
- MS Office
- Adobe Suite
- Memsources