



Prerit Lodha

Seetaphalmandi
Tarnaka
Hyderabad, Telangana, India

E-mail: preritlodhalinguist@gmail.com
Website: www.linkedin.com/in/prerit-lodha
Phone: (91) 9999781414

ABOUT ME

- I have been working with the language pair English<>Hindi since June 2018.
- My understanding and knowledge of computers and software and my grasp of Hindi and English languages are my strong points.
- My expertise as a linguist is in trans-creation, translation, subtitling, and review for a range of industries such as academia, media and entertainment, technology, commerce, hospitality.
- Being born in Rajasthan and having my schooling in the Delhi-NCR region, Hindi is my native language and I am proficient in variants like Shuddha and Khariboli along with colloquial terminologies.
- I am interested in languages and studied English at the graduate level from the English and Foreign Languages University, Hyderabad, one of the premier institutes for language studies across Asia.
- I am familiar with the major CAT tools, along with collaborative tools like Google docs, Skype etc.
- I have travelled extensively as part of many conferences like the Harvard US-India Initiative.

EDUCATION

MA in English 2019 — 2021
The English and Foreign Languages University, Hyderabad

Bachelor of Commerce (Honours) 2014 — 2017
University of Delhi - Shri Ram College of Commerce

WORK EXPERIENCE

Independent 2018 — Present
Freelance Linguist

In 4 years as a linguist, I have worked in various capacities with a wide range of clients, including:

- Translator for major search engines, social media giants, Fortune-500 tech companies, leading media and entertainment outlets
- Translator and reviewer of articles for media and entertainment sites and blogs
- Translator and reviewer of pieces on science, technology, news and history for various journals and websites
- Subtitling for various clients in the media and entertainment industry
- Over 100 hours of interpretation, both consecutive and simultaneous, in on-site and remote capacities for clients across industries like healthcare, security, gaming, media and entertainment, hospitality, software services and products.

Careers360 2018 — 2018
Sub Editor and Content Writer

As a sub editor for the study abroad section of the website, I:

- edited and wrote short form (300 words) and long form articles (1000+ words)

- reviewed and proofread the work of my peers to ensure editorial requirements were met
- did search engine optimisation (SEO), keyword research, hyperlinking to increase page ranking

Magicpin

2017 — 2017

Business Development Associate

As part of the marketing team, I:

- secured revenue streams by tying up with platinum partners (restaurants) in West Delhi region
- executed digital marketing campaigns in Hindi and English
- wrote reports on key insights obtained from fieldwork

Make a Difference (MAD)

2014 — 2015

Teacher

As a volunteer, I:

- taught and mentored middle school students at an orphanage in Delhi as part of MAD's Ed Support Program

Contract Advertising

2017 — 2018

Account Management Trainee

As part of the Accounts team, I:

- worked with clients like Orient and Dabur by communicating, ideating the client's vision and aligning it with the creative department

LANGUAGE SPECIALISATION

I work in the following languages:

1. **English:**
 - Proficiency - Professional
2. **Hindi (Variants: Indian, Shuddha, Khariboli):**
 - Proficiency - Native

LINGUISTIC AND TECHNICAL SKILLS

I am proficient at the following tasks:

- Translation
- Trans-creation
- Review
- Editing
- Proofreading
- Subtitling
- Transcription
- Interpretation (Simultaneous and Consecutive)
- Cultural Consultancy
- Primary and Secondary Market Research

I have a good working knowledge of the following tools:

- Phrase (Memsorce)
- Matecat
- Smartcat
- Memo Q
- SDL Trados
- XTM
- Subtitle Edit
- Matesub
- Microsoft Office Suite (Word, Excel, Powerpoint etc.)

I work with the following OS:

- MacOS/ iOS
- Microsoft Windows 10, 11
- Android

**PROFESSIONAL
SKILLS**

- Clear and concise communication
- Efficiency in collaboration (Google Docs/Sheets, Adobe Acrobat, Office 365)
- Flexibility in team setting
- Experience with virtual conference platforms like Zoom, Google Meet, Skype, FaceTime
- Experience with and access to Apple, Windows and Android devices

REFERENCES

Available upon request. Please mail me at preritlodhalinguist@gmail.com for any queries.