

## Silvia A. Oviedo López

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### SUMMARY:

- Specialization Fields: **Social Media, Community Outreach and Management, Product Marketing, Project Management, SEO, Localization and Internationalization**
- Skills & strengths: good communicator, team-worker, results oriented, fast learner, customer-fixed
- BA Translation and Interpreting
- Sworn Translator (English)
- Languages: Spanish, English, Swedish, German

### EXPERIENCE:

- **Social Media Expert, Translator - mamasabe.com** (March 2010)

Freelance translation services and Social Media/SEO Management.

Blogging services

Clients:

Docenotas.com

Yahoo! Spain

Gestazion Comunicación

- **Community Outreach/Product Marketing Lead - Europe – Yahoo! Answers** (January 2009-March 2010)

Coordination of marketing promotions aimed to have an impact on the community and engage newcomers (new launches, product features, special dates, etc). Close work with the marketing department at European level for top priority projects.

Coordination and management of 16 international blogs, from the editorial to the technical front. This position includes tracking, reporting and forecasting traffic based on editorial strategies and promotions.

Definition of Engagement Strategy for Yahoo! Answers.

- **Product Manager/Senior Community Manager – Yahoo! Answers and Groups Spain** (June 2007)

Product Management at local level, escalating request and specifications to the development team after gathering local feedback.

Editorial lead for the country (editorial promotional positions, creation of articles, writing PR notes, etc.)

Product Marketing at local level.

Daily Community Management tasks: creating awareness & buzz via blog, twitter, within the community itself and within the Yahoo! Network; daily contact with users.

Integrations Manager (local), both within the Yahoo! Network and external partners.

Project Manager at global level, coordinating marketing promotions and projects in Latin American countries (coordination of the blog and its promotion, marketing promotions in LatAm, etc.)

Interaction with Sales Team to maximize the results of online campaigns for clients in a community environment.

- **International Language Lead - Spanish.** (Since December 2007).

Coordination of editorial style and localization for Spain.

- **PM – Yahoo! For Good.** (December 2006-January 2009).

Project Manager of Yahoo! For Good, site focused on raising awareness for causes such as Breast Cancer Awareness Day, AIDS Day, etc.

- **PM/Local Marketing Manager – Yahoo! Mail, Flickr** (November 2007-May 2007).

Product Management at local level, escalating request and specifications to the development team after gathering local feedback.

Editorial lead for the country (editorial promotional positions, creation of articles, writing PR notes, etc.)

Product Marketing at local level.

Localization manager.

- **Freelance/Intern Content Producer and Localization Manager** (Help Pages Manager, Yahoo! Answers, Yahoo! Mail, Yahoo! Messenger, My Yahoo!, Yahoo! Groups. Translator), Yahoo! Spain, (February 2006 2006-June 2007)

Content Producer for various Yahoo! Properties.

- **Freelance Translator and Interpreter** (February 2006-June 2007).

This position involved sworn translations, database management contracts and conference interpreting in various places, such as the Universidad Complutense de Madrid or PhotoEspaña.

***Other voluntary activities***

- **Project Manager & Marketing Manager:** La Vida Rima – Poetry, Performance & Visual Arts Association (Since 2008)

- **Online Child Safety Volunteer at Yahoo!**

**EDUCATION:**

**BA Translation and Interpreting, June 2006**

Major: Conference Interpreting and Localization (EN-ES)

**Erasmus Student - Humboldt Universität zu Berlin, 2004-2005**

IFK: Spanisch, Anglistik, Slawistik.

**MA Science of Language, October 2008 (currently studying)**

**Project Management Certification - Business Management Consultants**

**Team Management Certification - Tea-Cegos**  
**Time Management Course - Tea-Cegos**

**LANGUAGES SPOKEN:**

- Spanish
- English (Bilingual)
- German (High level)
- Swedish (High level)
- French (Basic level)
- Russian (Basic level)