

1 - IDENTIFICATION



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2 - QUALIFICATION

MAIN QUALIFICATIONS:

- **Postgraduation in Books and New Digital Media Publishing (2007)**

- **Universidade Católica Portuguesa - Faculdade de Ciências Humanas**

In the following areas: Publishing, Revision and Preparation of the Manuscript, Graphic Design, Editorial Communication, Pagination, Editorial Strategy, Book Marketing, Editorial Managing, Books and Publishing in the Digital Era, Electronic Publishing (Internet and Ebook), Conferences and Seminars.

- **Licentiate degree in Advertising - IADE (1995)**
- **Licentiate degree in Marketing - IADE (1996)**

ADDITIONAL QUALIFICATIONS/SPECIALIZATIONS:

- Translation Project Manager - Universid. Nova Lisboa - Faculdade de Ciências Sociais e Humanas - 2013
- Online Formation - New Orthographic Agreement - APPortugal (language Services) - 2012
- Course of SDL Trados Studio 2009 - SDL - 2010
- Course of Google AdWords/Search Engine Marketing - Inesting - 2009
- Advanced Training in Revision and Text Editing (50 hours) - Universidade Católica Portuguesa 2007
- Course of Audiovisual Translation/Subtitling and Teletext (72 hours) - Solegendas 2007
- Business Administration of Micro and Small Enterprises (800 hours) - 2007
- Workshop on Trados Translator's Workbench - Solegendas 2007
- MacOS X and QuarkXpress 6.5 Systems - FLAG 2004
- Training on advertising language for lottery - CIL Club Internacional del Libro - Madrid 2000

- **Knowledge of Foreign Languages:**

- Spanish Institute - Advanced level (6 levels)
- Translation course of spanish/portuguese - portuguese/spanish
Proficient (oral understanding/reading/oral interaction/oral/written production)
- Cambridge School (5 levels)
Average proficiency (oral understanding/reading/oral interaction/oral/written production)
- Alliance Française (5 levels)
Average proficiency (oral understanding/reading/oral interaction/oral/written production)

- **IT knowledge:**

Trados Studio 2022 Freelance, memoQ 15, Windows 10, Office Professional 2019, Poedit Pro, Adobe Acrobat XI Professional, Outlook, QuarkXpress 6.5, Corel Draw X7, Adobe Indesign CS6, Adobe Photoshop CS6, Adobe Illustrator CS6, Adobe Dreamweaver CS6, Adobe Fireworks CS6, Adobe Presenter, Express Scribe, Abby FineReader 10, Nero 9, MediaCoder, AutoGK, FileZilla, Spot 4.4.

3 - PROFESSIONAL EXPERIENCE

- **SPANISH-PORTUGUESE FREELANCER - Since 2001**
- **Translator – Proofreader – Copywriter**
- **Transcreation – Localisation – Post-editing – Transcription**

Translator/proofreader

Spanish - Portuguese

Experience of variety of texts, such as communication, commercial, technical documents, courses, audiovisual, literary works and webs.

Areas of expertise: marketing, advertising, tourism, architecture, building industry, electronics, electricity, automation, environment, health, cosmetic, food/ingredients, labels, enology, information technology, clothes/fashion, art, patents, contracts, privacy policies, terms and conditions, literature.

- Translation for audiovisual media (Spanish-Portuguese). Translation for voice over, subtitling and teletext.

Copywriter (Portuguese)

Experience in communication above and below the line.

Research of information and preparation of the writing contents for all kind of advertising pieces, sites, newsletter; production of editorial contents for printed, online and multimedia materials; conception of the layouts for sites and CD/DVD; presentation of the creative proposals and budgets; work with multidisciplinary teams; experience working in different projects at the same time; good compliance of deadlines and professional requirements; good writing conception and general culture.

Transcreation

Creative way of translating a message to another language. Keeping the same tone, style, and context, and makes sure the original meaning is not lost. The goal is to recreate the message in a way that resonates with the target audience and maintains cultural relevance.

Localisation

Adapting the text to the culture of the target country, conveying the message, emotion and influence intended by the source text.

Post-editing

Proofreading, editing and improving the quality and effectiveness of machine translation.

Brands and companies worked:

- Adial Nutrición • Adidas • Afesa • Alcon • Algaher • Alphatrad Espanha • Altisys • Anti-Illicit Trade • Barclays • BBG Pub.
- BBVA • Biafine • Bicentury • Bimbo • Biostar • Brico Dépôt • Bridgestone • Brooks Int. Corporation • Casals
- Chupa Chups • Clece • CMA • Compo • Cutty Sark • daPlatz - Design e Arquitetura • Diageo • Dodot • Dom Quixote
- Doritos • Eaton • Ediciones Trea • Egoín • Egypt Travel • Emirates • Endesa • Enor • Ermenegildo Zegna • Eureka Kids
- Fanta • Farggi • Fira Construmat • Fixcer • Forixtreet • Gaes • Gaiker-IK4 • Galp • Gillette • Giromax • Go4mobility
- Grupo About Media • HTC • Hunter • Jaguar • JFL DMH Partners LLC • Iberdrola • Iberia • InfintC • Insencia
- Investcorp Bank • Land Rover • Leroy Merlin • LLOP-Gestió de L'Esport • Masias Maquinaria • Massimo Dutti • Movico
- Moviola • Nissan • Novartis • Oficina do Livro • Oral-B • Pantene • Philips • Primark • Pronokal • Punto Tojo Libros
- Repsol • Resitejo • Roca • Saica • Saída de Emergência • Sanofi • Santander • Santillana Edit. • Scania • Seat
- Seguros Directo • Sensodyne • Sinais de Fogo Editora • Solegendas • Sonatrach • Sunglass Hut • Taurus • Tecnalía
- Telefónica • TLH • TNS • Traduvárius • Trantec • Turismo Andorra • Versos e Estrofes • Vogais & Comp. Editora • Zara

3 - PROFESSIONAL EXPERIENCE (continuation)

● FLOAT Healthcare/OGILVY HealthWorld - From November 2007 to September 2008

Creative Department - ADVERTISING COPYWRITER/PROOFREADER

Execution of advertising campaigns, press releases, mailings, flyers, catalogues, folders, sites, Cds.

Experience in communication above and below de line.

Proofreading of all written communication. Responsible for the approvable of all advertising materials.

Research of information and preparation of the writing contents for all kind of advertising pieces, sites, newsletter; production of editorials contents for printed, online and multimedia materials; translation of the information; conception of the layouts for sites and CD/DVD; presentation creative written proposals; support to strategic development; creation and events planning of different subjects.

● Grupo EDICLUBE- Edição e Promoção do Livro - From October 2000 to May 2006

Editorial and Communication Department - COPYWRITER/TRANSLATOR/PROOFREADER

Creation, translation (Spanish-Portuguese) and proofreading of all the company's written communication.

Execution of all de advertising publicity of the various products of the Group.

Actions of Direct marketing/mailings, advertising on TV, radio and the Press, promotional actions with several institutions, kiosk advertising for kiosk and web, corporate campaigns, etc.

Coordination of work teams. Supervisor of work preparation and distribution among team members, quality and deadline control.

Execution of lottery marketing.

Elaboration of lottery regulation and supervising of lottery implementation by the Civil Government of Lisbon.

Translation of instruction manuals and guarantee certificates for all the products sold by the Group.

Supervising of all the production steps.

Overall responsibility for the advertising works issued.

Responsible for the final authorization of advertising works.

● GRAFE Publicidade - From October 1998 to October 2000

Creative Department - ADVERTISING COPYWRITER

Execution of advertising campaigns, press releases, mailings, flyers, catalogues, posters, invitation cards, corporate letters, multimedia layouts and contents development.

Research of information and preparation of the writing contents for all kind of advertising pieces, sites, newsletter; presentation of the creative proposals and budgets.

● LATINA Publicidade - From April 1997 to October 1998

Creative Department - ADVERTISING COPYWRITER

Execution of advertising campaigns, press releases, mailings, flyers, catalogues, posters, invitation cards, corporate letters.

Creation of writing contents for all kind of advertising pieces, newsletter; translation of information; execution of creative strategies.

● SEVERAL TRAINING COURSES - From 1995 to 1997