

ANNA ASPERÓ MASACHS

LANGUAGES:

English>Spanish/Catalan
French>Spanish/Catalan
Spanish<>Catalan

ADDRESS:

C/ Riu Ser 1, 1-3
17003 Girona (Spain)

CONTACT:

+ 34 670 355 014
anna.aspero@iter.cat



FIELDS OF EXPERTISE

- **Marketing:** translation/copy adaptation of Apple contents into Spanish and Catalan (main website, resellers sites, contents related to Apple TV+ and Apple Music, etc.)
- **Journalism:** translation of reports, white books and features in fields such as environmental issues, IT, cybersecurity, smart cities and psychology
- **Education:** e-learning courses and materials for big companies, including assessments, tests and specialized contents
- **HR:** internal and external documentation
- **Advertising:** transcreation/adaptation of ads, campaigns and other marketing materials
- **Technical translation:** translation of manuals, brochures and other materials for top IT and automotive brands

RELEVANT PROJECTS

- Translation/transcreation of Apple retail marketing materials for the Spanish and Catalan markets, especially for Apple Retail Stores (2010–present).
- Regular work as external editor at Apple in the Cupertino (California) headquarters, translating and editing marketing materials for the Spanish market.
- Translation of courses and product pages for IT brands such as Axis Communications, LogMeIn and Jamf
- Translation of magazines for top automotive brands, such as *OneLife* by Range Rover, *Volvo Magazine* and *Zoom-Zoom* by Mazda.
- Translation/adaptation of courses, promotional brochures and marketing materials for IESE Business School
- Transcreation/adaptation of ads, videos and campaigns for top brands such as Heineken, KIA, Twitch and Lays

CAT and DTP tools

- Expertise in most CAT tools, particularly Trados, XTM, MemoQ, SDL and Transit
- Equipped with both Mac and PC computers

EDUCATION

- BA in Translation and Interpreting, Universitat Pompeu Fabra, Barcelona (2002)
- Sworn Translator English < > Catalan, certified by the Catalan Government
- Certified Proofreader in Catalan language (Nivell K)