

Michelle LAIR

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Fields of expertise: Translation – Communication**FRENCH ENGLISH SPANISH***GRADUATE FROM THE INSTITUT SUPERIEUR D'INTERPRETATION ET DE TRADUCTION*

SKILLS**Project Management****Localization****Translation**

- > Cost estimates, planning definition and follow-up.
- > Management of a pool of freelancers and outside providers.
- > Coordination of the Translation, Development, Localization Engineering and Testing teams, over several global sites (USA, Japan, Inde, Europe).
- > Software localization (online and print), translation/reviewing, linguistic testing of localized products.
- > Marketing and Finance documents' translation and reviewing.
- > Build-up and maintenance of glossaries and terminology databases.
- > Supervision of a corporate Documentation unit (at IMCA Group).
- > Creation of thesaurus and index for documentary databases.

Fields of expertise

- > Computing and new technologies
- > Media communication and advertising; marketing
- > Shipping industry
- > Industry (miscellaneous)

Communication

- > Writing/Translation for players of the media sector (TV/Radio/Press) : programming highlights; press kits and press releases; communication/marketing plans; advertising documentation; consulting and strategic surveys.
- > Press relations and Public relations for media players and institutions.
- > Event Design, Organization and Logistics: press conferences, professional colloquiums, fairs and exhibitions, evening events (Salon de l'Agospap 2005 ; Club Arte - Festival de Cannes 2005 ; Rencontres Médias et Proximité Paris et Biarritz ; Festival de la Fiction TV de Saint-Tropez...)
- > Relations with external providers (printing, graphic design, catering agencies, etc...): technical specifications, briefs, quotes...
- > Training: Communication/Press Relations trainings for media professionals (RFO, Radio France...).
- > Audits on external and internal communication (Agospap, France 5, BBC Worldwide).

PROFESSIONAL EXPERIENCE**Currently
2004-2006****Freelance translator/rewriter – Communication consultant
Publicist**, Agency **Rue du Louvre-AGCOM**, the Press and public relations department of **IMCA** group (Consulting & Strategy to the medias)**2001-2004****Localization Project Manager** at **Business Objects** (computing and BI)**1996-2000****Freelance Translator** (computing, industry / marketing, cinema)**1993-1994****Translator** at **IBM France** (computing)**1993****Translator** at **NAFCO**, DCN Lorient (Navy government industry)**1991-1992****Translator** at **Interleaf France** (computing)**Client References**

Localization-Translation: SDL France and London; Business Editing, Paris ; Agence AGCOM; Hamilton, Les Ulis; IBM France; BusinessObjects
Communication: E! Entertainment Television, BBC Worldwide, RFO, France 4, France 5, Arte, Radio France, Extreme Sports Channel, TPS Jeunesse, Agospap.

EDUCATION

- 1995/96 **English - CAPES**
University of La Sorbonne, Paris
- 1992 **DESS Ingénierie multilingue**
Information processing and management: terminology, computer linguistics; Documentation Techniques
Institut National des Langues Orientales, Paris
- 1991 **Translation-Terminology Graduate**
Specialization : technical translation and terminology
Institut Supérieur d'Interprétation et de Traduction (ISIT), Paris
- 1991 **Business Spanish Certificate**
French-Spanish Chamber of Commerce
- 1988-89 **French Secondary School Assistant**
Gravesend, Great Britain
- 1988 **Bachelor of Arts in English**
University of Rennes II
- 1988 **Business English Certificate**
French-British Chamber of Commerce
- 1985 **Baccalaureate D** (Sciences & Litterature)
Ste Anne College, Brest.

Computing

Microsoft Office : Microsoft Word, Excel, PowerPoint
Trados
FrameMaker 6
PaintShop Pro
Dreamweaver (basics)

Hobbies

Travels: USA, South America, Asia, Africa, Europe
Tai Chi and Shiatsu

Translation & Writing of your specialized documents
English / Spanish into French
Consistency Checking & Rewriting of your Web Contents

Michelle Lair, in association with

amc
Associative Marketing Canada

JAM

PPC