Rasha Ahmed

Localisation professional

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Translation Professional

Ambitious	Dedicated
Passionate	Hard worker
Keen on obtaining new work skills	Able to work under stress
Skilled in communication	Interpersonal skills
Organisational skills	Problem solver
Able to deliver tasks in a timely manner	Committed
Accomplished	Self-starter
Eye for details	Analytical thinking

Languages

English
Arabic

EXPERIENCE

Expedia, 2012 - 2022

Localisation Quality Manager - Arabic,

- As part of my work responsibilities, I was accountable for the quality of content and User Interface for Expedia Inc. branded sites in Arabic. I helped developers launch Arabic partner communications website within 4 months after technical issues held it back for a while. I met that goal through identifying obstacles, proposing solutions, and regularly briefing and reporting on progress
- I Managed terminology and created glossaries, reference materials and style guides for Arabic translators
- I actively worked, as part of pre-production team, on solving internationalisation issues, providing input on i18n-compliance and educating different developer teams on i18n best practices upstream. Additionally, I reviewed different localisation requests and cooperated with developer and engineering teams to pre-empt and solve potential technical issues that may impact the quality of the linguistic product for different language groups
- I created guidelines and training materials for internal team and vendors on the use of internal content management systems and the different internally used CAT tools; for example, WorldServer, Trados and XTM
- I participated in internal initiatives, like the use of AI for content generation and presented to teams about the initiatives
- I coordinated with vendor teams directly about the quality of Arabic translations, provided trainings as needed and followed up regularly with them and the external teams on quality expectations. This included monitoring QA results and overall project performance of translation teams and managing arbitrations

- I helped project managers ensure files are ready for translation before going through the translation cycle and pre-delivery in different formats (PPT, PDF, XML, XLIF and html among others)
- I lead internal content standardisation initiatives for the last 3 years and as part of that I regularly created translation and review projects for 37 languages, including 4 managed by vendor, on CMS like Salesforse, XTM and SDL among others, taking care of the project cycle from start to finish, including coordinating with internal clients and stakeholders, preparing files for work, creating handoffs and reference materials, assigning files to linguists and receiving uploaded files and following up with linguists through Slack, emails and CAT internal communication boards

Perfect Arabic,   **2007 - 2012**

Founder, Project Manager and Team Leader

Perfect Arabic is a small translation business based online, founded in 2007 to utilize hand-picked and tested translation talents to produce high-quality linguistic services.
- I lead a large team of translators and proofreaders based in different native locations
- Project management: Managed translation process from A to Z; starting from receiving requests, picking the appropriate resources, ensuring work is going smoothly and running final quality checks before delivering the final product to the client
- Set projects' budget and ensured work is going within the defined limits
- Solved problems and dealt with customer queries before, during and after delivery
- Created the required glossaries for on-going projects
- Provided custom training to translators as required for projects with special nature

FREELANCE CAREER SUMMARY

Freelance work,   **2006 - present**

I am working on projects as a freelance translator, interpreter, project manager and independent reviewer. List of the companies I provided services for include: Lingo24, Bostico, Ipsos Mori, Ubiqus, America in Arabic News Agency, Alpha CRC LTD, Translators without Borders (TWB), and many more.

EDUCATION

Bachelor of English Language translation & interpretation, Faculty of Al-Alsun, Ain Shams University, English Department (Egypt)   1997 - 2001

PROFESSIONAL DEVELOPMENT

CAT tools and communication systems:

- SDL 2011, Trados, WS, XTM, Wordbee, Idiom, Coach, MemoQ, Smartling, jira, Salesforce, Slack and Confluence among others

References

Professional contacts are ready upon request
Recommendations for my work can also be viewed in my Linkdin and Proz profiles