

Silvana Hadžić
Bulevar Zorana Đinđića 12v, Beograd, Serbia
Mobile: +381 63 53 05 45
Mobile: + 381 65 553 0535
email: shadzi@neobee.net

Experience in localization of marketing/IT materials for computer hardware companies:

My career in localization of IT and marketing materials started in December of 2001. Most of my localization career is connected to Microsoft Corporation (Microsoft Ireland, Microsoft Serbia and Montenegro), but was involved in localization of other IT/marketing materials for other IT companies such as Microsoft Serbia, Extreme, Saga, Fujitsu Siemens, ESET, Canon, Aldata as well as most influential IT magazine PCPRESS and its edition Connect, British Council, Skype, Hogartww, Textappeal (Nikon), Eriksen USA, The Big Word, Ciklopea etc.

November 2009 – Present

- Author of the Standardized glossary of IT terminology – Project in cooperation with monthly IT magazine Digital, Microsoft and HP. Project has been finished and the Web site is in beta phase and can be found on the address www.itrecnik.rs.
- Team leader of the translation services for the Serbian edition of the magazine Connect for mobile/smart phones.
- Reviewer and owner of Office of communication and translation services PRO – TOK.

March 2009 – present: LQA for ESET NOD 32

- Responsible for testing of language quality of ESET NOD 32 and ESET Smart Security version 4, and translation of certain parts of the products as well as user manuals.

October 2007. – present: Localization vendor

- Responsible for localization of various marketing materials for various Business and Marketing groups in Microsoft Serbia (localization of various Marketing brochures for business partners and IT experts, educational programs (Partners in learning), Case studies, Web materials for various Microsoft products – desktop, server, IW, audio and video localization).
- Responsible for localization of PR materials for various software and hardware companies (Cannon, Fujitsu Siemens, Aldata) and creation of glossaries.
- Responsible for localization of various games for children
- Cooperation with Microsoft ISV partners (Independent Software Vendors).
- Lidija Đorđević, Marketing Communications Manager
- Milomir Ognjanović, Enterprise Marketing Manager

November 2006. – present: Localization consultant

- Localization consultant regarding Serbian Office 2007 localization issues.
- Established localization processes in FY07 for Microsoft Serbia and Montenegro for all Business Groups.
- Danijela Zečević Client/IW product manager

July 2005. – November 2006. Localization in FY06 in Serbia and Montenegro

- Responsible for establishing localization processes for FY06 in Microsoft Serbia and Montenegro for all Business Groups.
- Localization of the marketing materials, Web content, educational materials, agreements, invitation letters, case studies.

- Main contact for all localization issues of localized Microsoft products (Windows Vista and Office 12 (server and client side))
- Reference contact: Nikola Mircic, Group Manager SMS&P

May 2005. - present: DOME (Dublin Office Marketisation EMEA), inventing and patenting transliteration tool

- Member of the DOME team in Ireland which created and patented transliteration tool
- Reference contact: Andrej Koklic, International Site Manager, Office Online

March 2004. – September 2005.: Microsoft Serbia and Montenegro, Localization/Online Infrastructure manager

- Responsible for the localization of the materials and products for the subsidiary (marketing materials, brochures, Web content, products)
- Reference contact: Dejan Cvetkovic, General Manager Serbia and Montenegro

September 2002 – March 2004; TVCom, Novi Sad./Microsoft, Serbia and Montenegro, Office 11 Subsidiary program manager (Serbian Office 2003 project)

- Responsible for the organizational, communication and localization processes (cross group collaboration) between different processes and teams/subs (Microsoft Ireland, Microsoft Serbia and Montenegro (SMS&P (sales perspective), EPG (sales perspective), Marketing groups), Archetypon –localization vendor, TVCom – localization vendor
- Responsible for managing multiple localization processes simultaneously (between Windows XP and Office 2003 team members and different processes)
- Responsible for the escalation processes between Microsoft Serbia and Montenegro and Microsoft Ireland (bug escalation (client and server side), terminology consistency, distribution of the new builds to the team members, marketing issues, law issues)
- Responsible for quality of the product and shipping it to the market
- Reference contact: Martin Vanko, Senior program manager, Microsoft Ireland
- Reference contact: Dejan Cvetkovic, General manager Serbia and Montenegro
- Reference contact: Andrej Koklic, International Site Manager, Office Online, Microsoft

September 2002 – June 2003; TVCom, Novi Sad./Microsoft Serbia and Montenegro, Windows XP LIP team leader (Serbian Windows XP LIP project)

- Responsible for managing localization project of the first Microsoft product Windows XP into Serbian (Latin and Cyrillic)
- Responsible for creation of Style Guide and reference glossary
- Responsible for the organizational and communication processes among Serbian team members and different processes between Serbian team members (localization, testing, bug fixing, PR, marketing)
- Responsible for bringing quality product to the market and creating good PR
- Responsible for the communication and bug escalation process between Microsoft Serbia and Montenegro, Microsoft Corporation, particularly Windows Team in Redmond
- Responsible for communication and coordination between Windows XP and Office 2003 team members (terminology and style guide issues – bringing consistency) and worked on multiple localization processes simultaneously
- Reference contact: Dejan Cvetkovic, General manager Serbia and Montenegro

December 2001 – June 2003; TVCom, Novi Sad./Microsoft Serbia and Montenegro, Localization of Web materials for Microsoft Serbia

- Responsible for selection and localization of Web materials for Microsoft Serbia