

Aya Mohamed

English & Arabic Translator

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New Cairo, Cairo, Egypt

Thriving Translator with 2+ years of helping brands engage with new scopes of audience via translated content. Dedicated to broadening companies' customer bases by enhancing public appeal through clever market-oriented translation.

EMPLOYMENT HISTORY

Freelance Translator

Upwork | March 2021 - Present

- Helped over 20+ clients across the world convey their business message to their foreign audience through strategic translation.
- Ensured that the translated copy adhered to employers' overarching brand identity and personality.
- Translated website content, landing page copy, and blog posts/articles that reinforced the brand voice tone and identity.
- Conducted keyword research to determine the most SEO-friendly focus words for the project.
- Provided editorial guidance to facilitate the delivery of top-quality content.
- Collaborated with the creative teams, which led to reaching comprehensive results.
- Proofread each project to guarantee that it is mistake-free.
- Provided localization, transcription, transliteration & transcreation of a wide variety of content.
- Supported client projects from planning to on-time completion of quality deliverables.

Social Media Coordinator and Copywriter

Picasso East Art Gallery | Jul 2018 - Sep 2018

- Developed digital marketing strategies, and campaigns that conveyed and empowered the brand voice, message, and tone, which increased the conversion rate across the used platforms by 35%.
- Conducted research to accurately identify the audience demographics, incorporating collected data into the future copy.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Collaborated with the design team to create content that aligns with the campaign objectives and message.
- Generated website, and social media outreach content in Arabic and English on both informational and promotional topics across their e-commerce platforms.
- Wrote press releases to announce events.
- Executed engaging email campaigns using Mailchimp.

HIGHER EDUCATION

Bachelor of Mass
Communication -
Specialization of PR
and Advertising

Cnandian International College -
2020

RELEVANT SKILLS

- General translation.
- Legal & financial translation.
- Blog & article translation.
- Website content translation.
- Social media content translation.
- Localization.
- Transliteration.
- Transcription.
- Proofreading.
- Keyword research (SEO).
- Experience with CAT tools such as Matecat.
- Solid experience in Gsuite and Microsoft Office.

LANGUAGES

English | Arabic