

Professional Experience

Translator & Proofreader Wellwordstudio.com – Mexico City - February 2014 - Current

- Bilingual English<>Spanish and French>Spanish translation, proofreading, editing, and localization projects for clients in several industries, among them: journalistic, literary, health insurance, pharmaceutical, marketing, software, academic, politics & government, mining, automotive

Commercial Strategy Group Leader, Translator Durham Translators Limited – Durham, UK - Summer 2013

- Led the university-affiliated translation agency's commercial team's situational analysis and strategic initiatives proposal
- Benchmarked regional competition and evaluated industry associations, standardizing bodies, advertising opportunities in regional news sources & social media

Involvement in the Community Durham University – Durham, UK - October 2012 - May 2013

- Selected by the University's International Office to participate in "Scholars Into Schools Teaching Program," visits to a local school to teach students about the language and culture of Mexico
- Participated in the "Computers & Tea program" one-on-one teaching skills to the elderly at the local public library, Ustinov College's Language Exchange Program teaching Spanish and French to other students one-on-one, and the college's Volunteering Group, involvement in local projects throughout the academic year
- Fundraised for England & Wales RSPCA

Managing Director, Translator Garcia Puebla Consultores - Mexico City - February 2006 - September 2012

- Development and implementation of communication strategy in traditional & online media for a mining conglomerate
- Administration of expenses, payroll, taxes, travel
- Translation of political and legal documents and press releases – Spanish-English and vice versa

Translator & Proofreader Editorial Mexicana de Vinos - Guadalajara, Mexico – August 2008 - Dec 2009

- In charge of English Language section in wine, food, and travel magazine *Vinífera* distributed nationwide

Account Director Alazraki Comunicaciones - Mexico City - January - September 2006

- Managed advertising strategies for national campaigns in traditional & online media for clients in several industries: a hotel chain, a drug store chain, office supply stores, casinos, lingerie, and pet food
- Developed research and strategy for the print campaign and opening of a luxury shopping mall
- English-Spanish translation of advertising material
- Interviewed and selected candidates hired as junior account team members

Market Indicators Analyst, Translator ViaNovo - Austin, Texas - Summer 2005

- Prepared branding strategies for presentations in Latin American political conferences
- Researched and interpreted economic analytical data for Latin America political & private sector clients
- English-Spanish translation of political and business documents plus Spanish version of company website

Branding & Positioning Strategist, Translator Salas Public Relations - Austin, Texas - Summer 2005

- Contributed to branding and positioning strategy for the Texas Business & Education Coalition, Texas Book Festival, and the University of Texas at Austin's Blanton Museum of Art
- Developed qualitative research, surveys, and statistical data
- Scripted presentations and wrote text for collateral material in English and Spanish for Anglo and Hispanic markets

Account Service Intern The Richards Group - Dallas, Texas - Summer 2004

- Contributed to advertising strategy for Hyundai's national campaign and summer sales events
- Prepared the logistics for "Hyundai Hope On Wheels-Helping Kids Fight Cancer" event at Children's Hospital of Denver
- Proofread advertising material in Spanish for the Hispanic market

Financial Analyst, Translator Mission Foods/Gruma Corporation - Irving, Texas - January 2002 - August 2003

- Prepared weekly, monthly, and quarterly sales reports and budget forecasts in English and Spanish
- Voted member of the company's events organizing committee 2 consecutive years, in charge of Christmas party, Bowling nights, Family picnics
- Contributing Editor of the company's bilingual Spanish-English internal newsletter

Administrative Assistant Consulate General of Mexico - Dallas, Texas - Autumn 2001

- Assisted with budget and cost evaluations and official document issuing
- Communicated with Mexican nationals regarding establishing residency and working in a new country

Student Activities Coordinator Institut Villa Pierrefeu – Glion sur Montreux, Switzerland - Summer 2001

- Revamped student extracurricular activity program
- Assisted students of different cultural backgrounds in English & French

New Business Analyst Fundación ProEmpleo Productivo - Mexico City - January - July 2000

- Advised aspiring small business entrepreneurs
- Evaluated business plans directed at establishing small and mid-sized companies

- Over 60% of business plans were used to successfully start new businesses during that year

Marketing Assistant

Nestlé - Mexico City - Autumn 1999

- Prepared research on product sales, pricing, distribution, clients, and points of sale for the National Ice Cream Division
- Participated in the marketing efforts towards the set up of an ice cream parlors project
- Communicated with colleagues in Europe in English & French

Publications

Translation of Books:

- *La novia se vistió de muerte*, by EM Kaplan, May 2016
- *Financiar las palabras: Una guía acerca del dinero y los impuestos para autores*, by Pavarti K. Tyler, May 2016
- *Tu hoja de ruta para eventos de autor exitosos, prepárate para lecturas, firmas, conferencias y otros eventos*, by Pavarti K. Tyler, February 2016
- *Tu guía para crear una plataforma de autor: Un instructivo de 30 días paso a paso*, by Pavarti K. Tyler, November 2015
- *Descubre tu marca - Hazlo tú mismo: Un manual de Branding para autores*, by Emlyn Chand, October 2015
- *La mentalidad de autor: Una referencia práctica incluso antes de publicar tu primer libro*, by Falcon Storm, October 2015
- *Perros con comezón: Una guía de salud natural para perros con problemas de la piel*, by Julie Massoni, September 2015
- *Gente Extraordinaria: Lecciones de vida real sobre qué se necesita para alcanzar el éxito*, by Scott S. Smith, July 2015
- *Mujeres Innovadoras: Cómo las mejores emprendedoras del mundo hacen que las cosas sucedan*, by Justin Sachs with Emily Epsey, July 2015
- *Mascotas Naturalmente Saludables: Una guía introductoria de naturopatía para perros y gatos*, by Julie Massoni, June 2015
- *Guía para el retiro: Planeación financiera para ayudarlo a jubilarse anticipadamente y feliz*, by Hunter Harris, May 2015
- *Apariencias que saludan a un punto de vista*, by J.J. Marsh, March 2015

Journalistic:

- English Language Section of *Vinífera* Wine Magazine: July 2009, March 2009, January 2009, and September 2008

Affiliations

Institute of Translation & Interpreting (ITI)

The American Translators Association (ATA)

The International Association of Professional Translators and Interpreters (IAPTI)

The Society for Editors & Proofreaders (SFEP)

The American Literary Translators Association (ALTA)

Academic Experience

Postgraduate Certificate in Interpreting - September 2014

London Metropolitan University

Master of Arts in Translation Studies - Spanish and French Specializations - January 2014

Durham University - 1 of 5 Santander Scholarship Awardees

Final Project on translation, sociolinguistics, media and cross-cultural analysis

Graduate Certificate in Management - Finance & Accounting concentration - June 2006

Harvard University, Cambridge, Massachusetts

Master of Arts in Advertising - Brand Management, Planning & Research concentration - December 2005

The University of Texas at Austin

Final Papers on consumer behavior & media preferences, brand sponsorship & product placement, cross-cultural analysis

Bachelor of Business Administration - Marketing minor - June 2001

Universidad Iberoamericana, Mexico City, Mexico

Dissertation on strategies for establishing an online business

Courses and Certifications

Spanish Proofreading - Cálamo y Cran, Madrid - July 2015

Translation Technology: Localization - Imperial College - December 2013

Conference Interpreting - London Metropolitan University - August 2013

Event Management Training - Centre for Strategy & Communication - London - July 2013

Teacher's Diploma and TESOL Cambridge Certification - Instituto Angloamericano - Mexico City - February 2011

Diploma in Translation, English-Spanish - Universidad Iberoamericana - Mexico City - June 2009

Professional Certificate in Marketing - Brand Management Concentration - New York University - Dec 2003

French Language DALF & DELF Examination Diplomas - Lausanne, Switzerland - August 2001

Certificate in International Business Culture - Institut Villa Pierrefeu - Glion sur Montreux, Switzerland - May 2001

Bio Data

Nationality and Date of Birth: Mexico; September 28, 1977

Other

- Multicultural, have resided for work and/or studies in the UK, USA, Switzerland, France, Germany, and Mexico

- Edinburgh Meadows Half Marathon 2013, New York Half Marathon 2012, Mexico City Half Marathon 2011