



# Daniela Chiaretta

## Native Italian Translator Multilingual (English + Italian) Copywriter

### PERSONAL SUMMARY

I am a multi-skilled native Italian translator and multilingual copywriter with more than 10 years of experience working with worldwide agencies and companies ranging **from small businesses to Fortune 100 corporations**.

I am also a **communication and marketing specialist** and I support my clients whenever they need to communicate effectively, promote their products locally or optimize their global content strategy. With a **background in journalism, media relations, advertising and event management**, I am trained to identify, focus and raise awareness of the important aspects of my clients' work.

In 2014, I have decided to work on a freelance basis and I am always welcoming new and interesting opportunities.

I am here to offer my experience in creating and translating **all kinds of contents**, from technical documentation, user manuals and financial reports to commercial brochures, press releases and websites. **Software localization** is also one of my preferred field of expertise which I am truly passionate about. I can further support with strong Web Marketing skills, multilingual SEO approach and Desktop Publishing.

### WHO I WORK WITH

I work with clients in a variety of different industries and sectors: CNH Industrial, Smartling, New Holland Agriculture, New Holland Construction, Iveco, Case IH, Case Construction, Allison Transmission, Todoist and more.

### PROFESSIONAL EXPERIENCE

CNH Global, Fiat Industrial

**COMMUNICATION SPECIALIST for AME, CIS & APAC Markets**  
2012 – 2013

#### *Duties:*

- **Corporate & Brand Communications** in over 120 countries
- Focus on high-growth markets
- **English copywriting** (press-releases, articles and editorials, advertising, brochures, official reports, presentations & more)
- Marketing intelligence support on competitors' activities

### 5 STARS REVIEWS ON:

[oDesk](#)

[LinkedIn](#)

[Proz.com](#)

[Elance](#)

### LANGUAGE PAIRS:

English to Italian  
(all subjects)

Italian to English  
(occasional translations,  
all subjects)

Spanish to Italian  
(occasional translations,  
all subjects)

### COPYWRITING

Italian (all subjects)

English (all subjects – easy to read contents which are ideal for tapping into non-native English markets)

### OTHER SERVICES

Proofreading  
Transcriptions  
SEO  
Press Office

### AREAS OF EXPERTISE

Industrial Equipment  
Software Localization  
Agriculture and Farming  
Games & Apps  
Construction Equipment  
Marketing & Communication  
IT Hardware  
Tourism & Sports  
Financing and Trading

Food & Beverage and more

#### OTHER LANGUAGES

French (basic)

Russian (basic)

#### OTHER ACTIVITIES

Volunteer Emergency Rescuer,  
Ambulance Driver and Trainer  
for the Emergency Medical  
Service "118" in Italy.

#### INTERESTS

Cinema, music and arts

Dance

Travels

New technologies

Games and software

Graphic design and multimedia

Outdoor sports

#### AVAILABILITY

Full time from Monday to  
Friday. I can work in evenings  
and weekends if necessary.

Daily output: about 2300 words.

#### ***Translation activities within the company:***

English to Italian translations including press releases, official documents, reports and presentations, articles, advertising and product brochures for CNH Global and Fiat Industrial and for their brands: New Holland Agriculture, New Holland Construction, Iveco, Case IH and Case Construction.

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Pneumofore S.p.A. – Engineering, Industrial Equipment

#### **MARKETING & COMMUNICATION MANAGER**

2006 –2012

#### ***Duties:***

- **Marketing & Communication** planning, media relations, advertising and event management
- **English and Italian copywriting** (press-releases, editorials, case studies, advertising, brochures, website and more)
- Web marketing, SEO, SEM

#### ***Translation activities within the company:***

English to Italian translations including press releases, website, articles, advertising, product brochures, technical documentation, instruction manuals & more.

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#### **From 2004 to 2005**

**Assistant Project Manager** for a media agency based in Italy, with responsibilities in Communication and Advertising for B2B, B2C and public administrations. I worked also a graphic and multimedia coordinator and web master.

#### **From 2001 to 2003**

**Journalist** and reporter for Italian television, radio and web newscasts.

#### **From 1999 to 2001**

Assistant Store Manager and Supervisor in the Food & Beverage industry. Based in **United Kingdom**.

#### **EDUCATION**

**Communications Sciences**, University of Turin, Italy

**Scientific Lyceum**, Turin, Italy

#### **COMPUTER SKILLS**

Translation tools: SDL Trados, Wordfast, Smartling

Operating systems: Windows; Linux

Office: Word, Excel, Power Point, Outlook, Access, Adobe Acrobat

Graphic software including Photoshop, Corel Draw, Illustrator, InDesign

Languages including HTML, PHP, CSS and basic knowledge of C++