

# JOAO BOGO

Technical translator (EN <-> BRPT) | Marketing & Tourism Specialist

Bilingual (Portuguese, English) professional with 8+ years of Sales, Event Planning, and Hospitality management, vast experience coordinating marketing and external communication initiatives to drive sales. I've recently started working with technical translations (BRPT ↔ EN), focusing on Business Marketing and the Travel & Tourism field, by providing my best services of translations, editing, post-editing, and localization, with an average of 2500 words/daily.

## PROFESSIONAL EXPERIENCE

### 2022 - 2022 [Translator \(EN->PTBR\) | Social Media Marketing in Practice – Digital Marketing Institute](#)

Translated marketing content from (EN->PTBR) (about 5000 words), using Trados SDL as my Cat Tool.

This course is offered by the Digital Marketing Institute. Where they teach basic principles of advertising using Twitter, LinkedIn, and YouTube.

### 2022- 2022 [Translator \(EN->PTBR\) | Tourism impact on the environment of Zanzibar - University of Copenhagen](#)

Translated the initial chapters of "Tourism impact on the environment on Zanzibar" lessons from Professors of the prestigious University of Copenhagen.

This was a translation of the pair (EN↔PTBR), where I translated about 2540 words using Trados SDL. A project focused on introducing learners to key environmental health and natural resources management challenges associated with the rapid growth in international tourist arrivals into low-income countries. Since infrastructural and regulatory capacities in such countries are often limited.

### 2022 - 2022 [Translator \(EN->PTBR\) | Design Thinking for Innovation - University of Virginia, USA](#)

Translated business research papers from (EN-PTBR) (about 2000 words/out of 6000), using Smartling as my Cat Tool.


This course was developed at the Darden School of Business at the University of Virginia and taught by top-ranked faculty, it provided an overview of design thinking and work with a model containing four key questions and several tools to help you understand design thinking as a problem-solving approach.

## AWARDS & ACCOMPLISHMENTS

2021 [ADVANCED C2 ENGLISH PROFICIENCY](#)  
ACADEMIC BRIDGE – DUBLIN, LN, IRELAND

2017 [SPEAKER AT THE HARRAH'S CHEROKEE CASINO CONFERENCE: MARKETING OUTDOOR TOURISM REQUIRES INNOVATION](#)  
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## SKILLS

English	●	●	●	●	●
Portuguese	●	●	●	●	●
Marketing	●	●	●	●	●
Tourism	●	●	●	●	●
Social Media	●	●	●	●	●
Trados SDL	●	●	●	●	●
MemoQ	●	●	●	●	●
Microsoft Office	●	●	●	●	●

## EDUCATION

- **Hospitality & Tourism Management B.S**  
Western Carolina University  
Cullowhee, NC, USA  
2014-2018
- **Marketing & Sales B.S**  
Western Carolina University  
Cullowhee, NC, USA  
2018-2020

## CERTIFICATIONS

- **Certification in Industry Analytics Hotel**  
American Hotel & Lodging Institute  
2017
- **Translator from Zero to Professional**  
Vida de Tradutor  
2022

