

VICTORIA ESAINS

creative translation

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Buenos Aires, Argentina | Berlin, Deutschland

PROFILE

Freelance **English-Spanish** translator and copywriter with over **13 years of experience** in **media and marketing**. Native Spanish speaker from Argentina with a degree in **Journalism**. Experienced in **writing and researching** for print and online content. Proficient in **translating and adapting** a wide range of materials. Specialized in **advertising** translations.

SERVICES

- ▶ English-Spanish Translation
(Argentina and Latin America)
- ▶ Proofreading & Editing
- ▶ Transcreation
- ▶ Copywriting in Spanish
- ▶ Cultural Consultation
- ▶ Subtitling and Voiceover Adaptation
- ▶ Website and App Localization

EXPERIENCE

TRANSLATION Worked on very diverse materials such as newsletters, corporate policy documents, technical manuals, fashion catalogues, e-learning materials, web and app localization for multiple industries including IT, Fashion, Food and Entertainment.

TRANSCREATION Adapted taglines and copy for advertising campaigns, transcreated voiceovers and visuals for television commercials for brands including a major smartphone manufacturer, several beer brands, beauty products, international airlines and tech startups.

CULTURAL CONSULTATION Provided input and research regarding advertising assets aimed at the Argentinean and Latin American markets. Conducted brand and product name checking from a linguistic and cultural point of view.

EDITING Proofread and reviewed translations from peers with dedicated attention to detail. Consolidated the work of different translators into consistent and cohesive materials. Proficient use of CAT tools to ensure consistency and quality. Adapted user-generated content in line with brand guidelines.

WRITING Collaborated with daily posts for technology blog network [Red Hipertextual](#). Proposed and produced articles for an Argentinian travel magazine and social media content for diverse end-clients of online marketing agencies based in Buenos Aires.

PROJECT MANAGEMENT Led teams of translators for localization projects into multiple languages. Created and maintained reference materials such as style guides and glossaries. Planned strategy for complex projects and performed quality assurance.

MAIN CURRENT CLIENTS

[Mother Tongue Writers](#)
[Williams Lea Tag](#)
[Creative Translation](#)

[Hogarth World Wide](#)
[Quill Content](#)
[Frankly Fluent](#)

PAST EMPLOYMENT

[GENGO Tokyo, Japan/San Mateo, USA](#)

Localization Project Manager – Remote position in charge of EU & USA Projects July 2013 - April 2016

[E-VOLUTION Buenos Aires, Argentina](#)

Copywriter and Social Media Manager for Microsoft Latam Account for Microsoft Latam Account September 2009 - May 2010

[REVISTA LEARNING REVIEW Buenos Aires, Argentina](#)

Assistant Editor September 2005 - September 2009

EDUCATION

[UNIVERSIDAD DEL MUSEO SOCIAL ARGENTINO – Buenos Aires, Argentina](#)

Bachelor's degree in Print Journalism, 2009. Four years specialized degree with a Final Research Paper requirement. 45 passed courses, 8.43/10 GPA

SOFTWARE SKILLS

[OS & TOOLS](#) macOS, Windows, Linux
Microsoft Office, Internet tools, HTML and
CSS knowledge

[CAT TOOLS](#) SDL Trados Studio, Wordfast Pro,
xBench, Memsource, xtm, Smartling