

Elisa Bottazzi Ph.D.

English > Italian Translator | Editor | Proofreader | Localization Specialist

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Gengo – <https://gengo.com/hire/profile/347964/>

*I am an Italian native speaker and English to Italian freelance **translator** since 2011, with an extensive and proven experience also in **localization, proofreading and editing**. Languages and translation are real passions for me: I undertake each new project with enthusiasm, and **when you love what you do, the customer is always satisfied**.*

*Professionally speaking, what describes me best is my ability to translate in a **fluent and natural Italian**, using the proper terminology, style and tone of voice. My **SEO copywriting** expertise in Italian language, with particular focus to marketing and e-commerce, is an important addition to my translation skills.*

*The constant strive for precision combines with the **experience in working remotely and adherence to deadlines**, offering a reliable and committed service.*



Areas of Expertise

- **Marketing** (Amazon listings, e-commerce services, advertising, product descriptions, websites/apps localization, SEO)
- **Communication** (press releases, customer support e-mails)
- **Health** (nutrition, supplements, Covid-19 content)
- **Leisure** (tourism and booking services, travel guides, sports)
- **Technology** (user manuals, product descriptions, web interfaces, Google services)
- **Science** (environment & ecology, agriculture, biology)
- **Economy** (investment platforms, markets, bank services)



Work History

2020-current

English > Italian Translator

UTalk, London, UK – www.utalk.com

Translation of the entirety of the marketing content of uTalk website, in-app UI texts, and sales and marketing mandrill emails.

→ Translated words: **32,000+**.

2020-current

Proofreader

Lingue Pro Agency, Aprilia, LT, Italy – www.lpagecy.net

Research of content, spelling, and grammatical issues to improve the accuracy and readability of **tourism-related texts**, such as travel guides and package descriptions of tour operators, previously translated from English to Italian.

- 2019-current **English > Italian Translator**
Stepes, San Francisco, CA, USA – www.stepes.com
Translation and **localization** of web user interfaces, official website content and marketing texts.
✓ Achievements: **5/5 stars** customer feedback.
→ Translated words: **6,000+**. Completed projects: **28**.
- 2018-current **English > Italian Amazon Listings Translator**
Multiple customers – www.amazon.it
Sales-oriented **translation** and **localization** of Amazon listings (titles and bullet points), incorporating relevant SEO keywords and co-occurrences. Localization performed considering the point of view of a potential Italian customer.
→ Listings translated: **50+**.
- 2018-current **English > Italian Translator**
MotaWord, New York, NY, USA – www.motaword.com
Translation of an investment platform interface and content.
→ Translated words: **2,500+**. Completed projects: **60+**.
- 2017-current **English > Italian Translator & Reviewer**
FairLingo, Enschede, Netherlands – www.fairlingo.com
Translation of blog posts, product descriptions, company communications; **review** and **evaluation** of existing translations.
→ Completed projects: **190+**.
- 2016-current **English > Italian Translator, Editor, Proofreader**
One Hour Translation, Washington, DC, USA – www.onehourtranslation.com
Translation and **localization** of documents, product descriptions, customer service messages, website/app content, blog posts, press releases, corporate and Covid-19 content. Specialized also in **proofreading** and **review** tasks.
✓ Achievements: 9th position in OHT Italian ranking. Expertise level: **Platinum**.
→ Translated words: **387,000+**. Completed projects: **2,750+**. Reviews performed: **8,350+**.
- 2015-current **English > Italian Translator, Copywriter, Language Expert**
Upwork, Santa Clara, CA, USA – www.upwork.com
Translation of product descriptions, press releases, Amazon listings, app/web interfaces, surveys, personal emails, ad copies, and website content from English to Italian. **Evaluation** of automatic translations accuracy and **proofreading** of academic texts; **review** of existing translations to fix inaccuracies and improve their quality.
✓ Achievements: **Top Rated** freelancer award; member of **Private Talent Cloud™**.
→ Completed projects: **60+**.

- 2015-current **English > Italian Translator, Editor, Transcriber, PEMT Editor**
Gengo, San Mateo, CA, USA – www.gengo.com
- Translation** and **localization** of websites, product descriptions, app interfaces, travel and booking websites, customer service emails, bank and finance content, mobile applications and videogames, and corporate communications. Post-editing machine translation (**PEMT**) and **review** activities. **Transcription** of historical documents in Italian language.
- ✓ Achievements: **Top Scorer** translator, 10th position in Gengo Italian ranking. Expertise level: **Pro**.
 - Translated words: **618,000+**. Completed projects: **5,200+**. Clients: **530+**.
- 2015-2017 **English > Italian Translator**
Insider PRO-Exante (now IHodl), Limassol, Cyprus – www.ihodl.com
- Translation** of forex, economy, investments, and lifestyle articles and guides.
- ✓ Translated words: **150,000+**. Completed projects: **270+**.
- 2012-current **English > Italian Translator & Copywriter**
GreatContent, Berlin, Germany – www.greatcontent.com
- Translation** of product descriptions, blog posts, and marketing content from English (and occasionally French) into Italian. **SEO copywriting** (in Italian) of product descriptions, web pages, travel guides, and marketing texts optimized for search engines.
- ✓ Achievements: **Senior Linguist** level.
 - Completed projects: **650+**.
- 2011-current **English > Italian Translator & Remote Assistant**
Gourmetgarage, Copenhagen, Denmark – www.gourmetgarage.se
- Translation** and **research** about traditional Italian vegetables and commercial B2B communications. Translations used by Gourmetgarage company for business purposes, and for the book "Italien och tomaterna" (2013) by Anna Åkerman & Maria LaBelle.
- 2012-current **SEO Copywriter & Web Writer**
- Writing** of travel-related content; SEO-oriented copywriting and link building; descriptive content, editorial plans and news for websites; press releases; newsletters.
- **Digitaltrend.click** web agency – Parma, Italy (2019–current)
 - **Trivago** accommodation search engine – Düsseldorf, Germany (2017–2018)
 - **GreatContent** – Berlin, Germany (2013–current)
 - **Zenzero Comunicazione** web agency – Parma, Italy (2012–2018)
 - **GuidaConsumatore** online publishing – Giulianova, Italy (2010–2014)
 - **Testroom** content market agency – Hamburg, Germany (2011–2013)



Hard skills

- English to Italian Translation
- Localization
- Post-editing Machine Translation (PEMT)
- Use of CAT Tools
- Proofreading & Editing
- Transcreation
- SEO Content Writing
- Remote Working



Soft skills

- Precision
- Proactivity
- Eye for details
- Politeness
- Listening and communication
- Reliability
- Creativity
- Love for good writing



Software

- **CAT tools:** CafeTran Espresso, MateCat, SmartCAT
- **Productivity:** Microsoft Office (Word, Excel, PowerPoint), OneDrive, Google Drive, Trello, Dropbox
- **Communication:** Skype, Slack
- **CMS:** WordPress | **OS:** Windows 10, Android 8.1 Oreo



Education

2000-2010 **Ph.D. in Ecology & M.D. in Environmental Sciences** – Grade: 110/110
University of Parma, Italy



Interests

- **Martial arts:** Ju-Jitsu (purple belt), Kickboxing (black belt)
- **Sports:** Running, Climbing, Canyoneering, Hiking, Yoga, Skiing
- **Leisure:** Photography, Guitar Playing, Reading

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