

Rachel Kremer

Translation and Localization Expert

Basic Conversation Designer and Chatbot Writer

Curriculum Vitae

Personal Info

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Work Experience

Since 1991 **Founder & CEO of Versio Translations**

Translation and Localization agency

Since 2018 **Founder & CEO of Versio Academy**

Localization school for translators, reviewers, and writers

- English-Hebrew translation and localization expert (since 1991)
 - I am experienced in translating technical & computer-related materials (UI, Help articles, marketing, How To articles, documentations, manuals, websites, etc.).
 - **Partial list of clients/brands:** Google (since 2006), Yandex.Taxi, Airbnb, WhatsApp, Translated, RWS, Lionbridge, SDL, Microsoft, Toshiba, Dell, Cisco, McAfee, NetApp, Wave, Sony Ericsson, Uber, Adobe, John Bryce, Go Encrypt Plus, Objet, Lenovo, PayPal, YouTube, LionNet, Israel Police, Expedia, NIKE, TEVA, TARO, Perrigo, AHAVA, Robotec Technologies Ltd., Multi Lingua Communications (USA), Translators USA, oDesk, MGS Israel, Fattal Hotels Group, Yiddishpiel Theater, Ministry of Immigration, Genzyme.
- Hebrew Lead Linguist for **Google** account (since 2010)

In this position:

 - I lead a team of 3 linguists
 - I follow up on arbitration queries and maintain high quality
 - I hold QA meetings with the team, as needed
- Hebrew Lead Language Specialist for **Airbnb** (2017 to June 2021)

In this position:

 - I led a team of 14 linguists
 - I have written Airbnb's Style Guide and built the terminology from scratch
 - I did frequent QA checks of both the website and app to maintain high quality
 - I held QA meetings with the entire team

- Hebrew Language Manager for Yandex in Israel (since 2018)

In this position:

- o I lead a team of 4 linguists
- o I've written Yandex's Style Guide and terminology
- o I do QAs and reviews of translations to maintain high quality
- o I take part in regular calls with the Localization team in Russia and the Marketing team in Israel
- o I do quality checks of the website and apps

Computer skills

Windows 10: Word, Excel, Power Point & Outlook

Adobe Acrobat DC, Abby

CAT tools

MemoQ, GTT, Smartcat, Smartling, Polyglot, WordFast Anywhere, Matecat, Memsource, Logopt XLiff Editor, Translation Workspace XLiff Editor, Idiom WorldServer Desktop Workbench, TRADOS Studio 2015, SDLX, Passolo, QT Linguist, CoCoHub Studio (chatbot writing platform)

Education & Training

2021 Basic Conversation Design & Chatbot Writing, CoCoHub

1998-1999 English-Hebrew Translation Program, Beit Berl College

Translation, editing & proofreading

1995 Business English for Managers, Open University Tel Aviv

1988-1989 Marketing, Advertising, Public Relations and E-communication

The American Institutions, Tel Aviv

Languages

Hebrew – native

English – full command

French – native

Memberships

Member of the Israel Translators Associations (ITA)

Member of The Standard Institute of Israel - Hebrew Support in Computerized Systems Committee