




Jorge Nunes

Native Portuguese Published Translator and Awarded Copywriter

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Full-time freelance published translator with over 20 years' experience working with leading brands, organizations, and authors worldwide.

Senior copywriter with several creativity awards achieved and additional marketing and product management experience.

Native language: European Portuguese
Working languages: English | French | Spanish
Expertise: Transcreation | Advertising | Marketing | IT and Technical | Music
Experience: Literary | Business | Environment | Fashion | SEO | History
CAT tools: SDL Trados | Star Transit | Smartling

Key Achievements

- Translated over a dozen published books by best-selling authors, including:

- "Imagine" by Jonah Lehrer
- "The Chimp Paradox" by Prof. Steve Peters
- "Danger is Everywhere" by David O'Doherty and Chris Judge
- "Atlas of History's Greatest Heroes & Villains" by Howard Watson
- "Eyes Wide Open" by Noreena Hertz
- "Remote" by Jason Fried and David Heinemeier Hansson
- "Stop Worrying and Start Living" by Dale Carnegie

- Translated and adapted the lyrics for the original soundtrack of "Pokémon" anime TV series, certified with a Gold Record Award.
- Translated features and articles from top Financial Times writers for leading Portuguese newspapers *Diário Económico* e *Semanário Económico* over a five-year period.
- Achieved several international and local creativity awards as a copywriter:

Grand Prix APCE 2007 | Best Communication Video | "Brisa – Safety First" TV ad

Grand Prix APCE 2007 | Best Special Edition | Water Museum's "Águas Livres" educational kit

Distribution and Advertising Master '99 | Non-alcoholic Drinks category | Sumol Néclight

Prisma Award '97 | 1st Prize for Best Use of a Media | Frize Water 30" films shown at movie theatres

The New York Festival '97 | Print Advertising e Design Finalist | EXPO '98 – Pangea Pass direct mail launch campaign

Multibanco ATM Creativity Award'97 | Honorable Mention | Yoplait Magro (dairy products)

Peugeot Lions for European Promotion '96 | Silver Lion | "Mission: Possible" brand promotion film

Experience

Freelance Translator | Since 1990

- Translated, localized, and proofread for leading global brands and organizations across a wide range of industries – IT, Consumer Electronics, GPS Navigation, Telecom, Printing, Office Automation, Automotive, Audio and Video, Gaming, Hospitality, Fashion, Travel, and Entertainment, among many others.
- Delivered materials and contents ranging from website, software and user manual localization to corporate brand books, SEO contents adaptation, marketing and sales materials, Terms & Conditions, market research forms, academic papers, and DVD subtitling, among many others.
- Ongoing long-term collaborations with clients in Europe, America, Asia and the Middle East.
- Several million words delivered to date.

Freelance Copywriter | Since 2010

- Transcreated and adapted advertising concepts and campaigns, including TV, radio, print, POS, and online materials and SEO contents for leading global brands across a wide range of industries – Automotive, Food and Drink, Spirits, Banking and Financial Services, Travel, Airlines, Clothing, Cosmetics, and Printing, among many others.
- Developed market and brand name research for leading global brands.
- Created brand names, communication concepts and advertising for well-established local brands.
- Wrote publicity and promotion materials for leading local music artists.

Strategist and Copywriter | winicio Marketing and Advertising | January 2007 to March 2010

- Specialized in eco-communication, sustainability, children-oriented communication and corporate social responsibility.
- Created and managed brand and communication strategies, concepts and campaigns for leading global and local brands, organizations and institutions.

Marketing and Product Manager | edel Records Portugal | May 1999 to December 2006

- Iberian Marketing Manager between 2004 and 2006 regularly based in Madrid.
- Was responsible for label management, artist development, A&R, creation and implementation of marketing and promotion plans, and translation and adaptation of promotional materials for top-selling international and local artists.
- Helped achieving several sales awards, including Platinum, Gold and Silver Records.

Copywriter | EURO RSCG Advertising | April 1993 to May 1999

- Created and developed multimedia advertising campaigns for top international and local brands, such as Peugeot, Citroën, Philips, Lego and EXPO '98, Lisbon World Exhibition, among many others.
- Was responsible for transcreation of international advertising concepts and campaigns.

Translator and Office Clerk | National School of Public Health | March 1992 to April 1993

- Translated pedagogical manuals and documents related to the School's Courses.
- Performed word processing and secretary tasks.

Portuguese Teacher | FORMA, Professional Training | January to December 1992

- Portuguese teacher in professional training courses for adult workers with educational needs.

Education and Training

Bachelor's Degree in Translation and Interpreting

Language and Administration Superior Institute — Lisbon
English and French
Graduated October '89

6th (Top) Grade in French

Oxford School – Lisbon
September 1985 | June 1989

Arabic Language and Culture Course

Faculty of Social and Human Sciences – Universidade Nova de Lisboa
Attended two grades from September 2002 to June 2003

Responsible Communication Workshop

An event organized by Sustainable Development Consultancy (SDC) in association with the Business Council for Sustainable Development (BCSD) and the Portuguese Advertisers' Association (APAN).
November 2009

Creative Writing Course

Aula do Risco Creative School – Lisbon
Conducted by writer Rui Zink
September 1993 | June 1994

Teachers' Training Course

FORMA, Professional Training
July 1992

Personal and General Skills

- Creative and resourceful
- Reliable and capable of keeping tight deadlines
- Good research skills
- Flexible, willing to listen and improve from partner and client feedback
- Tech savvy and up to date
- Advanced Mac OS and Windows user and proficient Android and iOS user
- Proficient Adobe CS software user

Personal Interests

- Published writer of short stories and comics in art magazine "Bíblia"
- Guitar player for several bands with two albums released, tracks included in compilations, several tours and performances as supporting act for leading international and local artists
- Performed some discontinued experiences as host for radio shows
- Performed as actor and voice artist in advertising films
- Non-academic student of History focusing on the Roman and Medieval periods
- Ongoing passion for heavy reading, music, photography, cinema, and nature