

Cristina Ticoi

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PROFESSIONAL PROFILE

Highly skilled multilingual professional with extensive experience in translation, transcreation, post-editing, proofreading, teaching, and content marketing. Extremely motivated with a proven ability to deliver high-quality translating and post-editing, offering fluency in English, French, and Romanian, and advanced knowledge of Spanish. Main specialist areas include marketing, travel and tourism, nutrition, education, architectural lighting, telecommunications, and client-facing medical, legal, and technical disciplines. I love languages and working as a linguist, and I am motivated by expanding my translating and post-editing skills.

SKILLS AND AWARDS

TEFL certification

I am currently half way through a **TEFL course** I have started as a result of summer school employment opportunity successfully brought to fruition this summer – July-August 2022.

Translation, post-editing, and transcreation: I have experience working on marketing blog articles, website copy, terminology databases, user manuals, legal documents, tenders, market research, architectural lighting advertorials, EU-related educational and humanitarian programmes, press releases and editorials, patient-facing medical leaflets, court orders and testimonials, video campaigns for the tourism and automotive industries. I like to keep abreast of the fast-paced translation industry by regularly attending online CPD events as well as reading *The Linguist* magazine.

Post-editing Certificate

Translators without Borders - Introduction to Machine Translation and Post-Editing - **Certificate of completion** - April 2022.

Oxford Univ. Summer School for Adults - **Ethics Certificate** obtained upon completion of the **OUSSA** "Being Good" course - July 2012.

English/French Translator Authorisation - awarded by the **Romanian Ministry of Justice** - September 2005.

Professional Certificate of French

- equivalent of the **French Baccalaureate**, awarded by the **French Ambassador to Bucharest**, Romania, following the presentation of a research paper in 2001.

CAREER SUMMARY

November 2009 – Present

FREELANCE TRANSLATION, TRANSCREATION, REVISION AND TEACHING COLLABORATIONS

On a part-time basis, I undertake freelance translation and teaching collaborations resulting in an enhanced ability to work towards tight deadlines, organisational and project management skills, sustained concentration and attention to detail. My translation, transcreation, and post-editing collaborations are primarily from English into Romanian and the fields tackled are marketing, business, advertising, surveys, market research, client-facing medical, legal and technical disciplines.

Unique experiences

June 2013 – October 2013

Translation of a **Family Tree Manuscript from Norwegian into English**;

November – December 2020

Marketing translation project for one of the **social media giants**;

December 2020 – present

Volunteering for **Translators without Borders**;

April – May 2021

Transcreator of **advertising campaigns** for two of the global leaders in the **tourism industry**;

March 2022

Video translation and localization to support the fight against human trafficking during the **Ukraine - Russia war**.

March 2022

Transcreator of an **automotive advertising campaign** intended for market research.

The teaching programmes I have carried out so far consisted of organising, scheduling and delivering private beginner-level French classes and intermediate-level English classes to adult learners, followed by a thorough evaluation of learning outcomes.

July – August 2022

TEFL teacher for Robertson Languages - Jonathan Viaggi Summer School

Responsible for **creating and delivering English lessons** to mixed-level classes of Italian teenage students from different parts of Italy over a duration of two weeks at a time. The course concluded with a final review based on the vocabulary and grammar covered in class, combined with reading comprehension activities. The curriculum included the management of two group projects, one video-based, the other talent-based.

November 2015 – August 2019

Content and Marketing Specialist at iGuzzini illuminazione UK Ltd

• Responsible for **creating content intended for different channels** (social media, email marketing, website, and the press) in line with the editorial plan. Regularly **tracking and optimising the content** produced (with the aid of analytics) led to consistent engagement and the steady growth of followers' numbers.

• **Supporting the global marketing team** with the **creation and editing of English content** for quality and consistency

purposes. This achieved increased readability and a wider global reach in terms of content areas such as news and events, project pages, press releases, and event press packs supporting the acquisition of new and repeat business.

- **Event management and coordination of email marketing/social media campaigns** aiming to promote the brand, events, and/or products to existing and new clients, while supporting the hard work and dedication of the sales team.
- **Planning and developing sector-specific content** for email marketing campaigns with a particular focus on architectural and retail lighting, as well as on local events.
- **Creating and editing PowerPoint presentations** focusing on the technical aspects of lighting, case studies, and marketing activities, intended for use during client presentations by the sales team.

January 2013 – October 2015

Bilingual Support Executive at Motortrak Ltd

- **Maintaining and developing strong client relationships** through prompt, supportive assistance delivered in a friendly, yet professional manner;
- **Delivering bilingual training and user support** on in-house-developed web products (CMS mainly) to new system users based in the UK, France, and Romania, primarily for car manufacturers such as Ferrari, Mercedes-Benz and McLaren;
- **Translating and proofreading** of website copy, used vehicle locators and user manuals for clients based in the French- and Spanish-speaking world;
- **Working closely with the technical and project teams** to communicate and resolve client issues promptly and professionally, using the JIRA ticketing system, while demonstrating a strong work ethic, initiative, and proactivity.

December 2008 - December 2012

Bilingual Customer Care Advisor at UK Telecom Ltd

- High-standard **bilingual customer service** aimed at building and maintaining strong client relationships;
 - Strong team working skills and ability to work in a fast-paced, rapidly changing environment;
 - Continuous enhancement of soft skills such as problem-solving and management of difficult requests.
- During my time at UKTelecom, I built strong relationships with the company's customers and suppliers, being one of the main points of contact in terms of **training and support**. I was also involved in **translating and proofreading legal agreements** between the company and its suppliers, as well as in writing short newspaper articles and newsletters.

LANGUAGES

- Romanian (Fluent – Mother Tongue)
- English (Fluent)
- French (Fluent)
- Spanish (Advanced)
- Norwegian (Basic)

COMPUTER SKILLS

- Advanced knowledge of **Microsoft Office, Office 365/Skype** and basic **HTML**, acquired through a 4-year IT course (part of my undergraduate BA degree) and further enhanced through work experience.
- Basic knowledge of **Photoshop and PDF editor**.
- Experienced user of **memoQ** and **SDL Trados CAT** (Computer Assisted Translation) tools.

EDUCATION AND QUALIFICATIONS

MA in Translation Studies

September 2007 – April 2009

University of Surrey

Diploma awarded with Merit

- Enhanced research, communication and persuasive writing skills;
- Extensive translation practice with a particular focus on **economics and business, legal and technical** texts;
- Enhanced awareness of translation as a complex cultural and linguistic mediating process;
- Broader spectrum of foreign languages studied, following an Ab Initio Norwegian language course.

Dissertation: A technical translation and commentary drawing on the translation process as an identification and problem-solving technique of differences and similarities triggered by world conceptualisation across cultures.

Bachelor of Arts Diploma in Applied Modern Languages

October 2001 – July 2005

University of Transylvania (Romania)

Diploma awarded with Distinction

- Main academic courses: English/French Teaching and Translating practical courses, English/French **Communication Techniques**, Applied Informatics, English/French **Culture and Civilization**.

Dissertation: Localisation of advertisements based on a corpus of English / French translation samples. This research paper allowed me to learn the importance of **cultural diversity** and the impact different cultures have upon communicating one and the same message.

PROFESSIONAL BODIES MEMBERSHIP

May 2009 – Present

Member of the Chartered Institute of Linguists

INTERESTS AND ACTIVITIES

I am passionate about cultures and languages, enjoy attending online language and translation events and learning about bilingualism in children and beyond. I also love reading, international crime dramas, whodunnit theatre plays, jazz music, photography, travelling, exercising and creating my own greeting cards. Having obtained a Sports Nutrition and Herbal Remedies certificate, I have a strong interest in nutrition and wellbeing through healthy eating, exercising and mindfulness.
