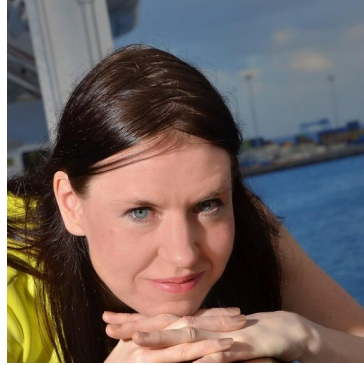


Melandra Smith

British English language quality assurance

Copywriting/proofreading/subtitles



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OVERVIEW

Freelance British English localisation expert/proofreader with technical translations agency background and 13 years' experience proofreading, copywriting, adaptation, localisation and carrying out final-eye reviews. Subtitles created using Subtitle Edit. Experience creating SDH subtitles for TV show episodes.

Linguistic quality assurance and troubleshooting, copywriting, keyword research and rewriting tricky content. Trusted final eye over EN-GB text. Versatile, flexible and conscientious. Attention to detail as standard. Comfortable with adjusting style and tone of voice to client requirements.

End clients are or have included Essity, Amazon, Snapchat, Greenhouse Recruiting, BMW, Olympus Medical Systems, Facebook, Pinterest, Google, Elsevier, Apple, P&G, Kia Cars, Disney, Huggies, Enterprise, L'Oréal, Duracell, Vans, Deckers, Disney, Toyota, Motorola, Eurostar, Netflix, NetApp, BSL, Hilton Hotels, Uber, Heineken, Gillette and many others. CIM-trained digital marketer (2017). Currently studying foundation diploma in organisational psychology.

Hobbies are fast cars, playing the drums and violin, painting and drawing, and working on my book.

EXPERIENCE

Freelance British English language specialist, 2009–2022

Lionbridge, Acclaro, NLG Worldwide, Weiners+Weiners, SDI Media, thebigword, Transperfect, TranslateMedia, Moravia, Welocalize and many other agencies and direct clients.

US-UK English localisation expert and final-eye document reviewer, proofreading, adapting and rewriting a variety of technical material. Final eye over Apple marketing text. Final eye over Google, Amazon, Facebook and Pinterest marketing and legal text. Final eye over Uber online and in-app publications. Linguistic troubleshooter for BMW, rewriting dealership guidelines. Technical document reviewer for Kiwa, Derby. Metadata creator for Disney. Keyword research for Gillette. Subtitles for White Label Productions. Trusted long-term UK and US English reviewer for Olympus Medical Systems. Copywriter for Heineken, BioNTech, SeaTongue. UK English reviewer for Turk/Essity. Sole UK English reviewer for Fossil watches. Final eye over Hilton Hotels British English email communications.

Achievements:

Spotting output errors made by translators in my role as ‘final eye’ has resulted in agencies restoring trust with valued clients on many accounts.

I give my end clients the confidence that their output is consistent and correct!

Subjects covered:

Marketing, communications, medical, technical, automotive, telecommunications, IT, music, literature, psychology, childcare, hobbies and crafts, art and humanities and much, much more.

Technical Translations from Centuries Limited. 2009–2013

Freelance senior project manager, proofreader and copywriter.

Achievements:

- **Website SEO content writing work – company ranked on first page of Google for the term ‘technical translations’**

Role included:

- Project management: overseeing technical translation projects from start to finish
- Proofreading (UK English)
- Post-DTP checks
- Writing company website content and marketing material
- Social media, generating new business, cross-selling translation services and attending external networking meetings and events

Derwent International Communications Limited. 2006-2009

Interpreting manager, project manager, reviewer and proofreader.

Achievements:

- Brought the interpreting department into profit for first time
- Doubled interpreting client numbers
- Increased translation services sold to interpreting clients and vice-versa

Role included:

- Managing the interpreting department
- Project management: overseeing technical translation projects from start to finish
- Proofreading (UK English)
- Post-DTP checks
- Creative copy
- Client site visits – sales and marketing
- Generating new business and cross-selling translation and interpreting services

Websters Solicitors. 2002-2006

Paralegal. PA to the litigation manager. Role included:

- Taking instructions from clients
- Valuing claims
- Preparing schedules of special damages
- Customer liaison
- Proofreading and writing company marketing material

Customer Satisfaction UK. 1998-2002

Telephone interviewer. Role included:

Making telephone calls on behalf of an IT and telecoms industry client base (including Marconi, Northgate, THUS and Demon Internet). Guiding target decision makers through technical customer satisfaction questionnaires.

EDUCATION

Home educated. Studies and qualifications include: Advanced Professional Diploma in Marketing (CIM, 2003). CAM Diploma in Digital Marketing (CIM, 2017). Japanese Proficiency Test Levels 3 & 4. Awarded study tour of Japan for Outstanding Students of a Foreign Language in 1992, representing GB. Trinity College music grades in classical guitar up to 5 with distinction or merit.

MISCELLANEOUS

Volunteer marketing help for Buxton Town Team and Buxton Crescent Heritage Trust. Volunteer social media guru for the Bramwell Institute, Taddington. Volunteer lollipop lady at St Anne's Catholic Primary School, Buxton. Traditional artist and illustrator, using a variety of media. Singer songwriter. Drums, guitar, charango, violin. Practical and can change a tyre!