

# Paula Góes

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My mother tongue is Brazilian Portuguese, I am a fluent English speaker. My main working pair is English into Brazilian Portuguese. I also translate from English into Portuguese and write original pieces of text in both languages, mainly as a journalist. I offer my services in **translation, validation, proofreading, editing, transcreation, subtitling** and, occasionally, **project management**. Most of my experience at the moment revolves around **linguistic quality control**, but I also have interest and past experience in content creation and curation.

## Freelance Career

January 2006 – present

Some of the agencies and direct clients I have worked with and relevant areas of expertise:

- Hogarth Worldwide: translation, transcreation, editing and subtitling in the fields of advertising, marketing implementation, internal comms. Current clients: Apple, Rolex; Montblanc;
- TranslateMedia: translation of press releases, market research, internal comms, training, financial, compliance and general texts. Clients: BBC, Netflix, WPP, HSBC;
- Mintel: translation and revision of marketing intelligence reports, consumer trends;
- FairCoop: translation and revision of materials on social change, cryptocurrencies, economy
- Avaaz: translation of campaigning materials on environment, human rights, political change;
- Amnesty International: translation of reports and campaigns on world human rights issues
- Witness.org: translation of news pieces and advocacy guidelines;
- Global Voices Online: translation of news pieces, media, advocacy, human rights; Project management for Global Voices Translation Services.

## Language Lead

### TripAdvisor

*The world's largest travel site [https://www.tripadvisor.com.br/]*

June 2017 – current

- Voice of authority for all content written in Brazilian Portuguese for TripAdvisor;
- Working in a team of international linguistic experts, localization leaders and translation decision-makers who are a key part of the TripAdvisor Localization team's success;
- Responsible for in-country editing, proofreading, quality control and in-context review/testing
- Dealing with several types of content, including TripAdvisor website and apps, communication with property owners and managers, communication with community of travellers, promotional newsletters and policies.
- Support for the search, SEO, SEM and in-country teams

## **Project Manager**

**Global Voices Online** [<http://www.globalvoicesonline.org/>]

January 2015 – June 2017

- Managing localisation and translation projects into several languages for Global Voices translation services;
- Liaising with translation clients and providers;
- Compiling estimates, budgets and proposals for approval;
- Delivery of projects to client's expectations.

## **Multilingual Editor**

**Global Voices Online** [<http://www.globalvoicesonline.org/>]

*My personal profiles:*

*Writer* [<http://www.globalvoicesonline.org/author/paulagoes/>]

*Translation* [<http://pt.globalvoicesonline.org/author/paulagoes/>]

September 2010 – January 2015

- Managing relationship between Global Voices Newsroom editors and editors of the Lingua Project (the translation project of Global Voices);
- Focusing on developing good strategy and partnerships for established Lingua Project sites;
- Creating workflow that allows for publishing and facilitates rapid translation of multilingual content, to create a truly multilingual environment;
- Helping monitor quality of content across established the Lingua Project sites;
- Negotiating and managing translation and editorial partnerships and related projects;
- Community management.

## **Portuguese Language Editor**

**Global Voices Online** [<http://www.globalvoicesonline.org/>]

*My personal profiles:*

*Writer* [<http://www.globalvoicesonline.org/author/paulagoes/>]

*Translation* [<http://pt.globalvoicesonline.org/author/paulagoes/>]

December 2007 – August 2010

- Researching Portuguese speaking blogs, podcasts and citizen journalist media content from all relevant countries and regions;
- Researching news stories, paying extra attention to issues ignored or misrepresented in the mainstream media;
- Writing articles in English to raise global awareness of the above, including translating content as appropriate;
- As a volunteer, from July 2007, translating worldwide articles and news for the Portuguese version of the site [<http://pt.globalvoicesonline.org/>].

## **Brazilian Portuguese Localization Specialist**

**iGlobalMedia Marketing UK**

February 2006 – May 2010

- Initial gathering of requirements for localization of content in Portuguese;
- Testing and bug triaging for various game software
- Translation, localization and proofreading of content for several websites, micro-sites and clients focused on online games; Light copywriting;
- Researching multilingual keywords and liaising with the marketing department on keywords giving content more SEO visibility and more eye-catching;
- Managing translations and user acceptance testing of the company's multilingual e-wallet website into 12 languages. Liaising translation requests for this project;

- Working as a deputy for the translation coordinator, coordinating translation requests and liaising with translation agencies;
- Implementing and coordinating the company's social media strategy in several languages.

## Freelance Reporter

### Jungle Drums

*A bilingual magazine for lovers of Brazilian culture – [www.jungledrums.org/english]*

June 2006 – December 2007

- Multitasking member of the editorial team, producer, reporter and casual translator for this unique Anglo Brazilian magazine. I left when I was offered the editorial job at Global Voices Online.

### Oi Londres

*An online magazine for Brazilian expatriates [www.oilondres.com.br]*

May 2003 – March 2005

- Researching and writing regular features, interviews, and pieces on various subjects: day-to-day life, health, immigration, entertainment, employment, etc.;
- Contributing, over a six months period approximately three articles a week on subjects as diverse as how to get a job in London and where to buy the best (and fairly inexpensive) winter clothes, some of which are still archived there;
- Acting, for much of this time, as the site's creative director which entailed having ideas for features. During a period when I also was acting as the editor, I used to coordinate a small team of reporters and collaborators.

## Career History – Brazil

### Reporter

#### iBahia – Salvador, BA

*iBahia is the regional branch in Bahia of the popular Globo.com [www.globo.com] [www.ibahia.com]*

May 2001 – May 2002

- Researching, suggesting and writing new ideas for news features;
- Conducting interviews;
- Covering local news and current affairs, as well as light-hearted subjects such as astrology and culture.

### TV Producer

#### TV Gazeta de Alagoas – Maceió, AL

*TV Gazeta de Alagoas is a regional branch of the biggest TV network in Brazil, Rede Globo*

February 1998 – April 2001

- Producing for the local evening news program;
- Story-spotting, for which I would have to talk to everyone from politicians to the man in the street;
- Researching and selecting news for daily broadcast;
- Arranging interviews, booking locations and writing scripts for the reporting team;
- Occasionally editing 'raw footage' and brief writing for the morning news;
- Occasionally broadcasting;
- Producing, on demand, for national news programs, such as Jornal Nacional, Jornal Hoje or Bom Dia Brasil, and the weekly variety show Fantastico.

## **Editor**

**Sururu – Maceió, AL**

*www.sururu.net – now defunct – the first independent news website in Alagoas*

January 1999 – March 2001

Establishing new website, though now defunct, specializing in local news;

- Editing, reporting and photographing;
- Commanding a small team of reporters;
- Publishing and following up.

## **Education & Training**

- Postgraduate Diploma in Psychosynthesis Counselling, Psychosynthesis & Education Trust, University of East London;
- Knight Center for Journalism in the Americas: Journalism 2.0 – approved with distinction in this short course run in the first quarter of 2009;
- BA in Social Communication - Journalism, Federal University of Alagoas. Brazil, in 1999.