

Ana Biško

Owner at Kansas, experienced in copywriting, digital marketing, subtitling, and VO direction, ex-blogger.

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Summary

Highly experienced professional in:

- Translation, transcreation & localization, subtitling – English and Italian to Croatian;
- Copywriting;
- Voice Over Direction;
- Subtitling.

Areas:

- Tourism;
- FMCG;
- Automotive industry;
- IT Services;
- Telecommunications
- Entertainment.

Clients:

- Tag Europe;
- Transperfect;
- Saatchi&Saatchi;
- Grey Advertising;
- Sublime Subtitling;
- Mothertongue;
- Museum of Broken Relationships;
- BlaBlaCar
- Freedman International;
- Creative Translations.

Brands:

- Acer;
- adidas;
- AirWick;
- Bavaria;
- BlaBlaCar
- C&A;
- Claritin;
- DHL;
- Electrolux;
- Facebook;
- Finish;
- Galbani;
- Garnier;
- HBO;
- Heineken;
- H&M;
- iRobot;
- L'Oréal;
- Luxottica;
- Nivea;
- Netflix;
- Pedigree;
- Phillips;
- Reebok;
- Snickers;
- Sony;
- Subaru;
- Tommy Hillfiger;
- TookBook;
- Viber;
- VIP;
- Veet;
- Whiskas;
- P&G brands:
Ariel, Always,
Pampers,
Duracell, Jar,
Gillette, H&S,
Aussie,
Pantene, Oral-
B, Old Spice,
Lenor, Braun,
etc.

Experience

Copywriter / transcreator / digital marketer at Kansas

2010 to present

Writing copy for all forms of advertising (online and offline);

- SEO writing;
- Social media advertising;
- Content writing;
- Proficient in Wordpress and Umbraco, proficient in different subtitling tools.

Transcreation, translation, localization, copy editing, content editing, subtitle translation (English to Croatian).

Directed over 200 voiceover sessions with renowned studios and VO talents.

Marketing and Content Manager for SailingEurope (yacht charter agency): social media manager, editor of blog, website and e-books:

Lectured on digital marketing to SME owners at Razvojna agencija Zagreb (Development Agency Zagreb).

Copywriter at Proximity Zagreb

2005–2009 (4 years)

Copywriter specialized in BTL advertising. Official translator and proofreader for P&G Croatia.

Intern / Expert Associate at Ministry of Culture

2004–2005 (1 year, 9 months)

Internship and then associate position in the Service for Cultural Heritage Protection Inspection Activities, Directorate for the Protection of Cultural Heritage

Languages

Croatian – native

English – full professional proficiency

Italian – limited working proficiency, C1 level (CILS test)

Education

Amsterdamse Hogeschool voor de Kunsten

MA, Museology, 2001–2002

University of Zagreb / Sveučilište u Zagrebu

BA, Museology, 1996–1999

University of Zagreb / Sveučilište u Zagrebu

BA, Art History and Comparative Literature, 1993–1999

Courses

Literary Translation Workshops at CeKaPe Zagreb

Screenwriting Workshop at CeKaPe Zagreb

Intro to SQL and Databases

Volunteer Experience

Member of the Editorial Board at Blatski ljetopis (Annals of Blato)

May 2010 – Present

Providing inputs and feedback on the content related to the topics within art, history, and cultural heritage of the town of Blato, island of Korčula, Coordinating writers and contributors in the process of creation and material selection.