

Serena Balasi
Based in Cardiff, Wales
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Personal Profile: English to Romanian translator who is detail-oriented, quality-driven and passionate about languages. Having completed both a Master's and Bachelor's degree in translation, I have developed the skills, knowledge, and awareness of what it takes to deliver professional translation services.

Language pair: English into Romanian

CAT and IT skills: SDL Trados, Memsource, XTM, Aegisub, intermediate Word and PowerPoint. Social Media experience of using Facebook and Instagram to promote events and e-commerce platforms.

Education:

MA in Translation Studies, Cardiff University 2022-2023
Final Grade: Distinction

Thesis: "As Thick As Hominy Grits": Levels of Loyalty in a Cross-Cultural Translation of Fran Ross's Multilingual Novel, *Oreo* (marked with 82% - a grade of distinction)

MA in Communication and Advertising (English-taught), Bucharest National School of Political and Administrative Studies 2014-2016

BA in Translating and Interpreting (English and German), University Of Bucharest, Faculty of Foreign Languages 2011-2014

Humanities (Major) - Specialisation in Philology, "Sabin Drăgoi" Pedagogical High School, Deva, Hunedoara 2007-2011

Employment History

Freelance Translator, Interpreter and Subtitler Feb 2024 - Present

- At the moment, I am working on translating a novel from English to Romanian, and I am also offering public service interpreting in Wales

Honeywell Romania

Team Coach - with German Dec 2021-Sep 2022

- Provided first level support to a team of 12 on operational queries and escalations.
- Trained staff to deliver a high standard of customer service experience.

- Facilitated the staffing process of the team.

Honeywell Romania

Order Management Specialist – with German

Feb 2019-Dec 2022

- Booked new orders in SAP and expedited delivery to maintain customer satisfaction.
- Reviewed handover package for accuracy, to minimise incorrect booking and shipments.
- Processed and managed customer complaints

Oracle Romania

Business Specialist Cloud Renewal Admin

Feb 2017-Feb 2019

- Lead the Cloud renewal preparation process, acting as a "knowledge expert" in all Cloud end to end processes.
- Functioned as a bridge between the sales team and other supporting departments.
- Screened deals for roadblocks and tracked deal progress and conducted the escalation of critical deals as required.

Elan Agency

Head of Social Media and Event Planning

Jul 2015-Feb 2017

- Provided content and oversaw all the social media channels.
- Administrator for the online shop and implemented the company's social media strategies moving forward.
- Managed the planning and implementation of the company's quarterly fairs.

CGS Romania

Back Office Specialist

Aug 2014–Feb 2016

- Handled customer accounts that required special treatment or intensive research, my role was primarily to deal with any individual customer issues that arose. These were dealt with over the phone in English, where my priorities were to resolve any issues as quickly and clearly as possible, while recording details of every action taken.

Arvay Educational & Consulting

English Teacher

Jun 2012-Jun 2013

- Designed and implemented a teaching plan for children and teenagers.
- Assessed each student's performance and progress, all the while following and complying with teaching standards and safety regulation.

Other Experience

Wolfestone Translations

Training Placement

Mar 2023-Apr 2023

- Translated a complex clinical trial document from English into Romanian using XTM
- Participated in shadowing sessions with the marketing, sales and project management teams

Translators Without Borders

Volunteering

Nov 2023-Present

- I translate documents, websites and content, helping NGOs and communities access vital resources, education and healthcare, making a positive impact on global communication and access to essential services.

TED Translators

Volunteering

Dec 2023-Present

- I provide English to Romanian subtitles for TED Talks, thus allowing their inspiring ideas to transcend languages and borders and reach a Romanian audience.

Key Skills

- **Language skills:** excellent command of English, and intermediate level in German and Hungarian
- **Research skills and critical thinking:** developed during my BA and MA courses
- **Organisational skills:** ability to deliver deadlines, project management, team leadership and strategy implementation proven by previous roles within some of the world's largest corporations
- **Attention to detail and analytical skills:** mastered when working with complex, confidential information and high-value contracts

Achievements

- I was fortunate to be awarded the Global Wales Scholarship, which allowed me to study for my MA in Translation Studies at Cardiff University.
- In my previous role, I was promoted to a managerial position and trained a team of twelve.
- Worked part-time as a customer service agent and also at a PR agency, all while studying for my MA, managing to juggle all responsibilities seamlessly over the years.
- Obtained a full scholarship, which allowed me to study for my MA in Communication and Advertising at the National School of Political and Administrative Studies in Bucharest, Romania.
- I have been honoured with the Trados Top Student Award, landing me a free Trados Studios Freelance subscription

References available upon request