

# ANNA REKHERT

[anna.rekher@gmail.com](mailto:anna.rekher@gmail.com)

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## Localization ♦ Translation ♦ Project Management

Articulate, creative and persuasive business development leader with excellent project management skills. Strong relationship building and business development acumen. Proficient in project localization and translation, specifically mobile games localization. Highly motivational team leader. Experienced in working with CAT and project management tools.

### KEY AREAS OF EXPERTISE

- Localization
- Account Management
- Strategic/Business Planning
- Russian-English-Russian Translation
- Customer Relationship Management
- International Team Management
- Quality Assurance
- Editing
- Proofreading

### PROFESSIONAL EXPERIENCE

MOTHER TONGUE WRITERS, Los Angeles, Ca 2016 - 2017  
*Global transcreation agency, supporting some of the world's largest brands linguistic needs*

#### Localization Project Manager

- Manage an intricate localization workflow, including multilingual SEO, SEM and UI for multiple IT clients.
- Manage Tinder worldwide localization for 48 locales, including UI, marketing, legal and web.
- Support Snapchat and Uber localization efforts.
- Manage highly creative transcreation and adaptation for marketing and advertisement campaigns of multiple world famous brands.
- Pinpoint setbacks with current processes and solve problems creatively across 3 Mother Tongue worldwide offices.
- Liaise between the client and linguists to resolve transcreation quality issues, including conference calls and multiple rounds of feedback.

GAME GARDEN LLC, Global 2013 - PRESENT  
*Successful international mobile game developer*

#### Localization Manager

- Manage localization of 7 mobile games into as many as 25 languages; coordinate localization process with game developing teams.
- Recruit, coordinate and supervise freelance translators located worldwide.
- Ensure highest functionality and efficiency through timely communication with translators and developing team members, utilizing CAT and management tools.
- Plan and monitor overall production capacity and profit (increased by as much as 60% in target markets; increased game installs as much as ten times in some target markets).

#### Translator

- Translate 7 mobile games from Russian to English.
- Proofread existing prior translations.
- Test localized games, ensuring technical and translation quality.

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STATE FARM INSURANCE, Los Angeles, Ca

2012 - 2014

*One of the nation's largest auto, home and life insurers.*

**Estimatics Coordinator**

- Write estimates for customers involved in accidents and repair shops involved.
- Responsible for coordinating and managing timely completion of vehicle repairs.
- Train new employees.
- Engage in strategy building workshops for the US automotive industry.

THE INTEGER GROUP, Moscow, Russia

2011 - 2013

*Leading international PR and marketing agency.*

**Translator, Freelance**

- Translate texts from Russian to English. Text subject includes Moscow social life, travel, art, music, etc.
- Proofread existing translations.

INTERNATIONAL SCHOOL OF ECONOMICS, Almaty, Kazakhstan

2011 - 2012

*Joint project between London School of Economics and Kazakh-British Technical University – the leading university of Kazakhstan.*

**Vice Dean**

- Consult on public relations and international relations projects.
- Communicate with government and public officials on strategy development; prepare advisory reports.
- Coordinate all teaching staff work, including class and exam scheduling.
- Coordinate 150 students; advise on education goals, study abroad programs and future career goals.

**VOLUNTEERING**

SPECIAL OLYMPICS WORLD GAMES, Los Angeles, Ca

2015

*World's largest sports organization for children and adults with intellectual disabilities.*

Acted as Delegation Liaison for the delegation of Kazakhstan, consisting of 104 people. The DL position is the only volunteering position of the SO that requires the volunteer to remain with the delegation for 24 hours a day for the duration of the Games (2 weeks) in order to be a communication channel between delegations and the Games Organization Committee in the lead up to Games and at Games time and provide language services. Worked closely with all other functional areas to make sure that the needs of the delegations are taken care of and are included in all planning.

**EDUCATION/LANGUAGES**

**International Studies–Political Science (B.A.)** University of California, San Diego – July 2010

**Computer Science–Network Administration (A.A)** Central Texas College – December 2000

**International Studies (Education Exchange Program)** Autonomous University of Barcelona, Spain – June 2010

**International Studies (Education Exchange Program)** University of St. Nicolas Hidalgo, Mexico – August 2009

**Russian (native), English (fluent, native level), Spanish (intermediate)**