

Cristina de Olano

Marketing & Finance Translation Specialist



- Experienced translator (English/German to Spanish) with solid expertise in marketing, investment and finance.
- Track record in copywriting, content editing and technical proofreading of specialized literature.
- International & multi-cultural: 10 years marketing executive experience in several European countries
- Well-founded knowledge of the Spanish and US financial industry and market regulations.
- Colleagues define me as an accurate, conscientious professional with a deep consumer understanding.

EXPERIENCE IN TRANSLATION *Since April 2014*

Freelance Translator EN, DE > ES

- Language quality assurance (LQA) of articles for a job search platform and an investment management company.
- Translation of business documents, such as press releases, business reports and brochures in logistics, ERP systems and retail fields.
- CryptoExpert: Translation of websites, social media and email communications for an exchange platform and a hardware wallet.
- Transcreation, localization and consulting services on copy writing in the area of DIY, fashion and online education.

Publishing segment: Finance & Investment

- Translation and editing according to the Spanish regulatory framework, review of economic terminology.
 - Translator:
 - *Security Analysis*, Benjamin Graham, Deusto, release date pending
 - *The Interpretation of Financial Statements*, Benjamin Graham, Deusto, 2022
 - *The Path*, Peter Mallouk and Tony Robbins, Deusto, 2021
 - *Capital Returns*, Edward Chancellor, Deusto, 2020
 - *Unshakeable*, Tony Robbins, Deusto, 2019
 - Technical editor (reprinting):
 - *The Intelligent Investor*, Benjamin Graham, 2022
 - *Benjamin Graham on Investing*, Benjamin Graham, Deusto, 2022
 - *Warren Buffett and the Interpretation of Financial Statements*, Mary Buffett & David Clark, Gestión 2000, 2021
 - *Buffettology*, Mary Buffett & David Clark, Gestión 2000, 2021

EXPERIENCE IN MARKETING *1998 – 2014*

2012 – 2014 **Entrepreneur in the coffee shop industry**

- Preparation of a business plan, search of premises and professional cooking practices at Teatros del Canal, Madrid

2011 – 2012 **Senior Brand Manager Goodyear Iberia at Goodyear Dunlop**

- Design of the off-/online media plan (BTC+BTB) including the first TV commercial to be aired at New Year's Day.

2000 – 2011 **Philip Morris Spain**

Brand Manager Philip Morris *2009 – 2011*

- Management of communication and promotions at the point of sales, increasing brand sales by 160%.

Consumer Insights Executive *2007 – 2009*

- Implementation of a new consumer approach strategy obtaining the "PMS Award" recognition.

Brand Executive Marlboro *2006 – 2007*

- Project leader of "Racing Experience", the brand main promotional activity in 2007, achieving 700.000 consumer contacts.

Brand Manager L&M *2003 – 2006*

- Development of annual brand plans and adaptation of the communication strategy to tobacco advertising ban effective 2006.

Trade Marketing Supervisor *2002 – 2003*

- Design and coordination of value-added promotions at the point of sales.

International Trainee *2000 – 2002*

- *Marketing Department, Munich (Germany)*
- *HQ EU Marketing Services, Lausanne (Switzerland)*
- *Sales Force, Barcelona & Events Department, Madrid*

1998 – 2000 **Press & Radio Marketing Assistant at GDM Gerencia de Medios**

EDUCATION

Digital Marketing Specialization, Coursera (University of Illinois)

Jan 2015 – Oct 2015

Bachelor's degree in European Business Administration (E-4) – Program: Spanish-German
ICADE – Universidad Pontificia Comillas, Madrid (Spain)
ESB – Hochschule Reutlingen (Germany)

1994/98

ADDITIONAL SKILLS

Languages:

Spanish: Native

English & German: Proficient user – C2

French: Intermediate level – B1

Computer skills:

CAT Tools: SDL Trados Studio (own license), Smartling, Wordpress

Other: Certified Professional Cook (Asociación Área de Formación)



<https://www.bongolingua.com/>



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REFERENCES:

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