

Elena Lopatina

TRANSLATOR (ENGLISH > RUSSIAN)

PROFESSIONAL SUMMARY

Detail-oriented translator and editor with a highly developed understanding of the Russian language and culture. Over 15 years of experience related to creating content for various target audiences. Got the benefit of two higher linguistic educations. Have a background in Russian journalism and marketing.

EXPERIENCE

RUSSIAN FREELANCE TRANSLATOR — *London, UK / Perm, Russia*

NOVEMBER 2019 - CURRENT

- Providing translation services from English into Russian for various clients across marketing, educational, medical, and pharmaceutical industries.
- Applying Computer-Aided Translation tools, such as MateCat, Smartcat, Memsource to ensure high quality and efficiency.
- Competently translating an average of 3000-6000 words per day depending on the complexity of the text.

DIGITAL MARKETING MANAGER, Verra (regional dealer of Toyota, Lexus and Porsche) — *Perm, Russia*

DECEMBER 2016 - APRIL 2021

- Administered up to 20 pay-per-click (PPC) campaigns simultaneously, including development, implementation and optimization of Google Ads, Yandex.Direct and Facebook Ads campaigns.
- Increased conversion rates from 1.5% to 5% in the search network and from 0.2% to 1% in the display network.
- Reduced cost per lead by an average of 25% through analysing data from Google Analytics, Yandex.Metrica and call tracking systems.
- Supervised the work of digital marketing contractors specialising in web development, search engine optimisation (SEO), PPC advertising, programmatic, SMM.

HEAD OF MARKETING, Glonass Group (satellite transport monitoring systems integrator) — *Perm, Russia*

FEBRUARY 2016 - NOVEMBER 2016

- Conducted market analysis that helped to find the most promising market niches and geographical regions for a new product.
- Grew B2B leads by 40% in 5 months by developing lead generation programmes, including PPC, SEO, email campaigns, telemarketing.

MARKETER, Alice Amber International Floral Design School — *Perm, Russia*

APRIL 2015 - DECEMBER 2015

- Significantly increased positive awareness of the school through publications in traditional media and social media and encouraging clients to leave online reviews.
- Implemented tools that the school had not used before, such as landing pages focused on specific products, email newsletters.
- Helped to increase revenue by 30% due to the activities mentioned above.

DETAILS

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LANGUAGES

Russian — Native
English —
Upper-Intermediate

SKILLS

Translation
Transcreation
Proofreading
Editing
Copywriting
Creative writing
SEO copywriting
PPC campaigns
Email marketing
Proficiency in CAT tools
Proficiency in Microsoft Office

HOBBIES

Creative writing (author of an experimental literary project Mixtory.ru)
Reading
Travelling
Music

PUBLIC RELATIONS MANAGER, SWAN-Inform (healthcare software developer) — Perm, Russia

JULY 2012 - APRIL 2015

- Turned large amounts of complex, fragmented information into easily readable press releases and articles aimed at healthcare and IT professionals.
- Built and maintained strong working relationships with national and regional healthcare mass media ensuring free publicity.
- Conducted search engine optimisation of the company's website which resulted in a 10-fold increase in visits.

DEPUTY EDITOR, Media Centre (newspaper publisher) — Perm, Russia

OCTOBER 2011 - MAY 2012

- Reviewed and edited final copies for accuracy and oversaw all phases of production.

EDITOR IN CHIEF, Venchurnyy Investor (magazine) — Perm, Russia

MAY 2010 - NOVEMBER 2011

- Developed the concept and structure of the magazine from scratch.
- Supervised the work of freelance journalists, photographers, proofreaders, and designers.
- Initiated and maintained partnerships with experts in venture capital investments and technological businesses in Russia and other countries.

JOURNALIST, 59.ru (news website)— Perm, Russia

OCTOBER 2009 - SEPTEMBER 2010

- Prepared analytical articles and interviews related to business topics.
- Built and maintained a network of industry contacts such as top managers of regional companies and regional officials to ensure access to exclusive information.

JOURNALIST, WEBSITE EDITOR, Argumienty I Fakty (weekly socio-political newspaper) — Perm, Russia

NOVEMBER 2007 - OCTOBER 2009

- Created stories covering a range of topics regarding small business issues, financial investments, major local events.
- Achieved an increase in daily web traffic to 3000 visitors per day.

JOURNALIST, Delovoe Prikamie (weekly business-focused newspaper)— Perm, Russia

OCTOBER 2006 - NOVEMBER 2007

- Grew from an intern to a columnist position within 3 months due to the ability to provide high-quality content in a short time.

EDUCATION

Perm State University, Faculty of Philology, Specialist Degree in Journalism

SEPTEMBER 2003 - JULY 2008

Language education centre 'Littera' at Perm State University, Diploma for Professional Translators (English-Russian)

SEPTEMBER 2005 - JULY 2008