

Daniel González-Bernardo DipTrans IoLET, MITI, MCIL, CL

Location: Asturias (Spain)

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English>Spanish / Italian>Spanish



Professional Profile

I am a highly-qualified and motivated translator with extensive experience in specialisations such as Business, Marketing, International SEM/SEO, Travel & Tourism, Media, Wine/Spirits and Sports. Apart from my experience in translation I have also worked in the fields of marketing and international business development, which helps me understand the needs of companies that want to reach an international audience, and allows me to produce high-quality texts that are adapted to a client's specific market. I take pride in producing accurate translations that read natural in the target language while retaining the essence of the original. I am a fully-qualified member of the Institute of Translation & Interpreting in the UK (MITI) as well as a qualified member of the Chartered Institute of Linguists (MCIL), a Chartered Linguist and a member of ASETRAD. I am extremely responsive, always delivering projects on time. I have excellent attention to detail and I have been selected by ITI as one of their exam assessors to vet the skills of the professional translators who apply to become members of the association. I have created a successful webinar on "Marketing and Advertising Translations" for one of my clients, and I also hold qualifications on SDL Trados Studio.

Education and Professional Qualifications

- Membership of the **Chartered Institute of Linguists** and achieved **Chartered Linguist** status. 2021.
- Achieved **ISO 17100:15 qualified** status with ITI. 2018.
- Membership of the **Institute of Translation and Interpreting** (MITI). 2013.
- **Diploma in Translation** by the Institute of Linguists (Postgraduate Diploma in Translation). Specialist papers in Business and Science. 2014.
- **MA in Tourism** at the University of Cádiz (First-Class). Masters dissertation entitled "Tourism for All: Accessibility in the Tourism Sector" (2006-2008).
- **University Degree in English Studies at the University of Oviedo** (5-year degree equivalent to a First-Class BA (Hons)). Spent **year 2002-03 at the University of Leeds**, as part of the Erasmus Exchange Programme. (1999-2004). Specialised in **Translation and Linguistics**.

Languages

Spanish: Native

English: Proficient (C2)

Italian: Proficient (C2) – **Diploma in Italian Studies** (Distinction) at Leeds Metropolitan University. **2008-2010**.
Course of Italian at the University of Oviedo, (90 hours), Grade: 9 (1/10), **2005**.

Greek: Basic - **Modern Greek** and **Introduction to Modern Greek** at the University of Oviedo (**2003/04**).

Further training, Short Courses and Continuous Professional Development

- **Currently preparing "Certified Scotch Professional" exam (2021).**
- **"Introduction to Bitcoin Theory" by the Bitcoin SV Academy (May 2021)**
- **"What is Bitcoin and why does it matter?" by Saxion University of Applied Sciences (May 2021)**
- **Webinars and short courses undertaken include:** Search Engine Optimization Fundamentals, Introduction to HTML5, Transcreation for Advertising Copy; Subtitling; Translation for Travel and Tourism; Translating Gastronomy; Getting Started with Macros in MS Word; EU's Multilingual Resources, etc.
- **WSET Level 2 Exam in Wines and Spirits (Merit)** – April 2017.
- **Google Analytics Platform Principles**, by the Google Analytics Academy, April 2014.
- **English Common Law: Structure and Principles** (12-week online course), University of London (Grade: Distinction), **October 2013**
- **Déjà vu X2 Professional** Training Course, **July 2013**
- **Neuroscience and Consumer Psychology** course, LateRooms Group, **May 2013**
- **Marketing the Hospitality Brand through New Media: Social, Mobile & Search** (4-week course), Cornell University, School of Hotel Administration, **April 2013**
- **Professional Certificate on Search Engine Marketing (SEM & SEO)**. Achieved Distinction, by award-winning SEM specialists ExecOn, **March 2012**
- **Course on "Researching Export Markets"** by the British Chambers of Commerce, **2008**

Work Experience

September 2013 - Currently: Full-time Freelance Translator – I have worked on a wide range of translation and proofreading projects dealing with several fields. Some of the subjects I have worked in include the following:

Marketing: (Brochures and leaflets; websites; ads for TV, for online campaigns and for newspapers/magazines; International SEM/SEO campaigns and SEO-oriented product descriptions; content for Social Media...)

Travel & Tourism: (Hotel descriptions; holiday packages; excursions; OTA websites; restaurants and menus...)

Business: (Press releases; corporate communications; market research; surveys and reports; staff training manuals & presentations; terms and conditions...)

Wine/Spirits: (Translation of content for premium spirit and wine producers, both big international brands and smaller boutique producers)

Technical: (User manuals; installation/maintenance manuals; mobile apps; software...)

Media: (subtitles for corporate videos, online documentaries, web series and two feature films; UI and marketing content for one of the world's top streaming platforms and for a popular sports streaming platform)

Sports: (Translation and creation of original content related to sports; voiceover and live audio content in Spanish to cover football matches and important sporting events)

October 2012 – September 2013: In-House Spanish Translator at Late Rooms Ltd (Manchester, UK):

- Delivery of accurate translations from a wide range of topics and for different platforms within the LateRooms Group, from the front-end website content to back-end supporting systems, partners' and affiliates' extranets, all communications with customers (both hoteliers and end users), marketing campaigns, promotions, press releases, contracts, terms and conditions, privacy policies, etc. while maintaining consistency and projecting the LateRooms image across platforms.

- Creation and translation of original material for the website, Community page, blog and other pages of the Group.

- Working closely with the testers before each IT release and with the UX Team to optimise the website and achieve the highest conversion rate possible.

- Adapting texts for different platforms (desktop, tablet and mobile).

- Translation of training programmes and other texts for the TUI PLC Group of companies.

- Providing advice and support for all linguistic matters relating to SEO, industry terminology, usability studies, page creation and any other areas of Marketing and PR where the company required linguistic expertise.

- Transcription of calls of the Spanish-speaking agents in the company and translation into English with the objective of monitoring quality and developing training.

- Using a wide range of software on a daily basis, including Deja Vu X2, Hybris (CMS) and Redbox (Call Quality Control Software).

January 2012 – October 2012: Freelance Translator and Interpreter: Freelance translator and interpreter.

June 2011 – January 2012: Voluntary placement through European Voluntary Service (EVS), funded by the European Commission. Obtained placement at charity JUCONI, an NGO helping street-working children in Guayaquil, Ecuador:

- As a full-time volunteer for Juconi Ecuador I translated all official documents for the NGO from a wide range of fields: legal, funding applications, project reports, website, awareness campaigns, profiles of the children taking part in their Sponsoring Programme, etc. I also helped the NGO's Fundraising and Project Development Department to find new potential sponsors, searching for funding opportunities both at local and international level, and coming up with new marketing ideas to raise their profile, both online and offline, at an international level and within the community.

- I also worked in the field in the poorest slums of Guayaquil, and helped deliver projects within the community.

January 2006 – May 2011: In-House Translator / Account Manager / Business Development Assistant Manager at Acorn Mobility Services, Ltd. in Steeton (W. Yorkshire), UK:

- Translation of instruction manuals and technical documents for the company's products. These translations were mainly dealing with technical, legal and marketing topics.

- Translation of articles for the company's newsletter, commercial brochures, general website, technical support website (including installation instructions) and trade website.

- Subtitling and voiceover of DVDs (technical installation DVD and commercial DVD).

- Translation of official letters and communications with companies in Spain.

- Interpreting during conference calls involving account management and negotiation of deals. Also did interpreting during technical training sessions held both at the company's premises and overseas.

Voluntary Work Experience

- **January 2014 – January 2017: Volunteer for the MAP (Migrant Access Point) Project** – MAP is a project designed by Leeds City Council to help migrants who have just arrived in the city and offer them assistance with regards to the use of services in their own language.

More information on projects and references on my LinkedIn profile:

<https://www.linkedin.com/in/danielgonzalezbernardo>