

## PERSONAL INFORMATION

# Nataly Matta

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Sex female | Date of birth 01/01/1984 | Nationality Syrian

Permeant resident: South Africa, holder of South African ID

## WORK EXPERIENCE

March 2021- Present

### **Arabic Language Localization Expert (full time)** **Airbnb**

- Ownership the Arabic quality for MENA
- Overview of the MENA region.
- Partnership with assigned stakeholders
- Collecting and Analysing data in regard of the latest update and news.
- Market research for any open opportunities in the market.
- Taking ownership of the strategy to help achieve excellence quality across all platform
- Act as a bridge between local teams and product design teams
- Managing the localization process for MENA

2014 – 2020

### **Interpreter and translator (Freelancer)** **Rheinmetall Denel Munition**

- Over 160 hours in Rheinmetall Denel Munition's Base in Somerset West, Cape Town base, Project LOT Acceptance.

- Over 750 hours in Rheinmetall Denel Munition's Base in Potchefstroom, Johannesburg. Project: Training Centre (confidential). The 8 months Course is Provided by the organization and certified by Northwest University.

- **Translation, proofreading, and editing:** Legal documentations, communication and Certificates related to LOT acceptance, full Training course materials (8 subjects).

- **Other fields:** Legal documentation and translation, Transcription, Trans- creating, Proofreading, Localization, copy-writing, Market research, Project meeting, Quality Assurance, Voice Over, Voice over sinking, End User Test, Outsourcing, Language Team leader, Direct communication with clients, Direct communication with vendor and Outsource translator research and communication.

2015 – Present **Arabic Language Specialist**

### **Freelancer, South Africa**

- Translating and localization of E- Learning Courses for Dorooob (Saudi Arabia).
- Creation and managing quality assurance process regarding in Arabic

- Creating Arabic content on social media and different Platforms
- Translation and outlining the Full Standard operation process for The Training Room Online n Arabic
- Full command of the localization process done before sent to VIP clients.
- Achieved first course approved by client and signed off.
- Data analysis for Arabic website
- Received a complimentary letter from VIP government organization in the Middle East.
- Managing and organizing outsourced national and international team for the organization to avoid client's penalty.
- Working with social media platforms
- Facilitated and design Quality Assurance process between organization and client.
- Full command and authority in commercial communication in Arabic

2016 – 2017 **Arabic Specialist**  
**The Training Room Online, South Africa**

- Develop, implement and maintain quality assurance (QA) process
- Conduct quality assurance on business documentation, as well as end-to-end project documentation and Digital e-learning products
- Address issues and trends picked up during the quality assurance process to report directly to management.
- Assist sales and marketing supervisors and manager in creating company booklet according to the Arabic culture test and specification in the organization Platform and social media.
- Direct communication with clients to provide full idea about the product for better understanding.
- Coaching and up skilling staff on QA trends for the company documents and digital products
- Administration
- collect and analyse researched data
- Overview the region updates and laws
- Behaviours and communication
- Develop concept detailing high level approach
- Arabic-learning and social media Instructional Designer Specialist
- Create storyboard describing the execution of a and digital learning solutions.
- Arabic E-learning and social media content writing
- Arabic E-learning and social media content localization
- Data and media analysis of courses
- Performing End user test for each course
- Creating full report in English for senior management and stakeholder
- Assist in building global content for free E- learning courses and social media platforms
- Provide support to E-Learning Designers and TPRO during the production process
- Research and Development
- Perform HR function for Design Department
- Instructional Design Consulting
- Manage Arabic vendors and outsourcing Added tasks:
- Perform Voice over recording and create QA suitable QA process.
- Manage communications to Business and VIP Clients
- Perform Time management tasks to avoid client's penalty
- Establish and maintain a good relationship between organization and the client based on the understanding of the client and their business needs.
- Building trustworthy relationships with clients, to assume the position of client confidant for all strategic business decisions, pertaining to the client's needs and business strategy.
- Weekly operations meeting with clients to address potential problem areas, or any outstanding issues

2012 – 2014 **Arabic customer support**

### Chase response, South Africa

- Determining clients' needs and suggesting suitable travel packages
- Organizing travels from beginning to end, including tickets, accommodation, and transportation
- Supplying travellers with pertinent information and useful travel/holiday materials
- Research various destinations and means of travel regarding prices, customs, weather conditions, reviews etc.
- Diagnose the clients' specifications and wishes and suggest suitable travel packages or services
- Organize travels from beginning to end, through booking tickets and accommodation, securing rental transportation etc.
- Supply travellers with pertinent information and useful travel/holiday material (guides, maps, event programs etc)
- Use promotional techniques and prepare promotional materials to sell itinerary tour packages □ Handle unforeseen problems and complaints and determine eligibility for money returns
- Attend conferences to maintain familiarity with tourism trends
- Create and update electronic records of clients
- Maintain relationships with key persons
- Keep financial statements and documents
- Reach the revenue and profit targets

### 2008 – 2010 **sales and customers support**

#### Linguaphone (The British language institute worldwide, Homs, Syria)

- Written and verbal communication with clients in English and Arabic
- On site client's meeting
- Discussing and confirming order with client telephonically and/or face to face.
- Supply client with full exploitation, support and guideline.
- Contacting existing clients for check-up round and update.
- Follow up in case of client queries.

### 2007 – 2011 **sales and customers support**

#### National Sugar Company, Homs, Syria

- Translation of all administration documents and providing Arabic language assistance for the foreigner managers.
- Maintaining Purchasing filing system
- Handling income and outcome calls and communications with local and overseas customers and clients, locally and overseas.
- Maintaining Purchasing Administration work.
- Working on Excel sheet, Microsoft Word, PDF, and Outlook for the Purchasing Department.
- Generating and distributing weekly order status/commitment reports to customers
- Compiling order age analysis to assist buyer in expediting orders
- Under direction of the purchasing manager carry out monthly order master clean up to ensure integrity of order status/commitments reporting

- Following up invoices from suppliers for goods received to assist Accounts Dept in controlling GNR suspense account.
- Preparing and submitting order prepayments to accounts.
- Assisting Accounts Dept to reconcile prepayments to accounts.
- Compiling and distributing monthly purchasing statistics
- Assist with local purchasing as back up to buyers as and when required

## EDUCATION

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- 2015 **Sworn Translator Certificate:**  
Hight Court of SA, Cape Town department
- 2009 **Bachelor's Degree in English Literature**  
Al Baath University, Homs (Syria)

## CERTIFICATIONS & COURSES

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- 2017 Project Management workshop within the Organization.
- 2017 Data and media analysis workshop within the organization.
- 2016 SDL Trados Studio 2014 Course.
- 2014 Travel Port Academy Galileo Core Assessment.
- 2008 Administration and Education Co-principal Qualification Workshop.
- 2003 Extensive Marketing and Sale Course: Linguaphone (The British Language Institute Worldwide)

## PERSONAL SKILLS

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- Mother tongue(s) Arabic
- Computer Literacy MS Office – Outlook– Internet.

- Personal & Management skills** - Leadership skills
- Proficiency in Microsoft Office

- Decision Making.
- Great analytical skills
- Strategic Planning.
- Good Organizational Skills.
- Good attention to details.
- Interactive Communications.
- Ability to work with multi cultures.
- Public speaking.

**Driving licence** Private

**References** Available upon request