

SUMMARY

Creative and enthusiastic **French Content Marketing Writer** with a versatile tech recruitment, travel and lifestyle background. Possessing a painstaking eye for detail, a good grasp of inbound marketing and a feel for language essential to reach and engage an audience across cultures.

SKILLS & EXPERTISE

- Translation | Transcreation | Copywriting | SEO Copywriting | Content Marketing | Editorial
- Website Localisation | App Localisation | Keyword Localisation | User Acceptance Testing
- Worldserver | Trados Studio | Transifex | CMS | Hubspot | Trello | Slack

EXPERIENCE

Localisation Tester September 2016 – Present **Square Enix** | Video game publisher

- Investigating linguistic errors in Final Fantasy XIV
- Writing up language bug reports via defect tracking software

Content Marketing Writer April – August 2016 **Stack Overflow** | Developer community & hiring platform

- ✓ *Published 2 content offers of 5K words each | Introduced Transifex Live to streamline product translation | Initiated Twitter account for France | Localised 2K-word sales deck*
- Working cross-functionally with Sales, Digital and Design to develop marketing initiatives for the French market
- Implementing the French marketing strategy at all stages of the buyer's journey
- Content creation and localisation for lead generation and nurturing campaigns
- A/B testing LinkedIn ad copy (Sponsored Updates) for tech and HR personas
- Activation and mapping of lead nurturing and re-engagement email workflows
- Representing Stack Overflow at sponsored events in Paris and London
- Product localisation and audit
- Editing press releases with the PR agency

Localisation Tester August – December 2015 **Testronic Labs** | Video game quality assurance

November 2011 – April 2012 **SEGA** | Video game publisher
August 2010 – July 2011 **Testronic Labs**

- Carrying out specific checks, including first-party terminology, in a consistent and thorough manner
- Investigating linguistic and implementation errors on-screen and providing alternative translations
- Writing up language bug reports in an efficient and informative manner via defect tracking software

Customer Insight Community Moderator June 2015 **Incling** | Consumer insight consultancy

- Moderation of a 20-strong fashion community to test new market positioning for New Look
- Translation of daily activities and emails from English into French prior to the start of the project
- Probing of participants according to the community plan set out by strategy consultancy Clear at M&C Saatchi
- Translation of participants' responses from French into English and analysis of the findings with the strategy consultancy to express final recommendations for New Look

Web Content Editor September 2014 – March 2015 **Yahoo!** – **VisitBritain** | UK tourist board

- ✓ *Published 42 articles of 400-500 words each totalling 400K impressions over a 7-month campaign*
- Delivery of a content marketing campaign across multiple verticals for publication on Yahoo!
- Researching original content ideas as well as translating third-party articles into French
- Keeping on top of the news to identify editorial opportunities alongside the content calendar
- Selecting and editing pictures from photo agencies and other sources to illustrate articles and create slideshows
- Reaching out to bloggers and photographers to commission content and acquire images
- Uploading content using CMS and liaising with local-market editors to gain promotion and reach traffic targets

Translator June 2012 – March 2014 **Expedia** | Travel booking website

✓ *Localised 2.5K words/day consistently meeting deadlines*

- Working closely with project managers and global stakeholders on business and marketing translation requests for Expedia, Inc. branded websites, mobile and social
- Adhering to style guides, terminology and tone of voice specifications in all customer-facing assignments
- Researching travel activities to create SEO content from brief on selected destinations
- Localising high-visibility campaigns for brand partners including Visa, Lufthansa and VisitBritain
- Editing the monthly social calendar provided by conversation agency We Are Social
- Writing email copy and reviewing localised email campaigns with the marketing team
- Implementing new lodging and UI on content management system and maintaining translation memories
- Training new starter on the house style and processes and covering with projects allocation
- Prioritising requirements to manage multiple deadlines in a fast-paced environment

Copywriter October 2011 – April 2012 **Textappeal** | Transcreation agency

- Analysing brief to understand the essence of brand personality, tone of voice and audience, while considering mediums and visual identity
- Conducting contextual, cultural and linguistic research on the elements of the source and target texts
- Introducing key phrases and stylistic features to trigger off emotion, arouse curiosity and engage users
- Liaising with project managers and copy editors, ensuring client expectations are met on time and to budget

Social Media Campaign Executive February 2012 **BBH** | Advertising agency – **Google**

- Translating social media conversation during a Google Chrome TV campaign in France – Irma and Chloe ads
- Sorting of the sentiments expressed on social media into different conversation themes for analysis
- Providing cultural insight and advice relevant to the perception of the ads by the French audience
- Communicating openly and extensively with the team about new chatter trends and aspects of the campaign

EDUCATION

2013

University of the Arts

Writing Advertising Headlines and Copy

- Concept and headlines origination from product brief
- Writing well-crafted and inspiring copy in relation to visuals

2010 - 2011

Chartered Institute of Linguists

Postgraduate Diploma in Translation, English to French

- General Translation - Merit
- Business - Merit
- Social Science – Distinction

2005 - 2008

Aix-Marseille Université

Master 1 (MA), History

- Historiography
- Research methodology
- Dissertation

2003 - 2005

Lycée Thiers

Literary and Humanities Preparatory Classes

Selective university course in Humanities preparing for a competitive examination
Specialising in History and English

REFERENCES Professional references and copies of qualifications on request