

JELENA BOGDANE

Email: Bogdan3@libero.it, info@traduzioni-italiano-russo.com ► Phone: 371 26542890 (Viber, WhatsApp)
Personal webpage : <http://tulkojumi.2itb.com> <http://www.traduzioni-russo-lettone.it>

Translation/ Editing/ Proofreading/ Copywriting ► Secretarial/ Executive Support Web Marketing incl. Website Localization/ SEO/ SEM

Russian ↔ Latvian ↔ Italian ↔ English

Key skills

- Multilingual: Russian: native speaker, Italian/ Latvian/ English: full professional proficiency; German: basic;
- A multi-skilled, reliable translator with a proven ability to translate written documents from a source language to a target language; **numerous published translation works**;
- In-depth knowledge of the Russian/ ex-USSR culture and mentality;
- Advanced IT skills, incl: HTML 5.0, JavaScript, CSS; PHP/ ASP (basics); SEO/SEM; certified Google Ads professional;
- Extensive experience in **website translation/ localization/ promotion**;
- Certified **Google AdWords** professional; **SEO/ SEM** knowledge;
- Good knowledge of Italian market; experience of living/ working in Italy

Career highlights

(see the portfolio below for more information)

✓ **Translation / interpretation / proofreading/ copywriting/ editing (15+ years); main specialisms:**

- Law, finance & business: contracts, powers of attorney, financial documents, marketing outputs, etc.
- Tourism/ travel/ hospitality: digests, brochures, publicity materials; guide-books; websites; restaurants' menus; some of them published.
- Business meetings, negotiations and specialized events (trade fairs, exhibitions, business trips, etc.)
- ✓ **Other specialisms**: real estate; marketing/ product placement; mechanical engineering; home/ interior design; dentistry; fashion; heating/ conditioning; enology/ wine courses; manufacturing & distribution (furniture, footwear, textile, conditioning equipment).

✓ **Web marketing (10+ years), incl.:**

- Website translation/ localization/ optimization/ promotion for search engines (Google, Rambler, Yandex);
- Setting and managing **PPC campaigns** (Yandex Direct, Google Adwords);
- Managing online promotional campaigns/ online ads.

✓ **Administrative/secretarial /executive support (9+ years), incl.**

- Agenda management & general office administration;
- Handling business correspondence and phone calls; managing and following up orders
- Organization of business travels and participation in business events incl. travel arrangements, transfer & hotel booking, logistic support of conferences/trade fairs/exhibitions, interpretation, etc.

Education

- ✓ BA in English language and literature, Latvian State University;
- ✓ Web design (advanced private lessons);
- ✓ Tour guide courses (certificate of the Latvian travel agency IMMA);
- ✓ Italian language, private courses.

Other information

- ✓ EU citizen; full clean EU driving license;
- ✓ Mobile; available immediately; available for temporary/ contract positions;
- ✓ Hobbies: travelling, reading, learning new languages (Japanese at present), online/offline poker.

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	Client	Dates	Role / Tasks
Translation / Interpretation / Web Marketing/ SEO/ SEM			
1	<p>POMELIA HOLIDAY HOMES, Italy</p> <p>www.casavacanzapomelia.it > ></p> <p>www.holidaysicity.ru</p> <p><i>Tourism & Leisure</i></p>	2010 -present	<ul style="list-style-type: none"> • Translation of the website's content from Italian into Russian; • Regular update of the translated content, and of the Meta tags; • Localization of the Russian version; • Optimisation of the Meta tags (of all the sub-pages) on the search engines based on the most popular related search phrases; • Registration of the translated website in online catalogues/tourism portals/ search engines; • Elaboration of online advertising/ promotion plan, incl. link building/ creation of publicity slogans/ online ads • Setting/ managing several Google Adwords and Yandex Direct PPC campaigns; <p>Achievement: The Russian version on the company's website (www.holidaysicity.ru) has reached/ remains in top positions in Google.ru and Yandex.ru search results for several relevant (the most frequent) search queries. The number of company's clients / tourists from Russian-speaking countries has been increasing each year. The letter of recommendation can be provided on request.</p>
	<p>Hotel Boutique Villa Sostaga, Restaurand Villa Sostaga</p> <p>www.villasostaga.it > ></p> <p>www.villasostaga.ru</p>		<ul style="list-style-type: none"> • Translation of the website's content from Italian into Russian; localisation of the Russian version; • Assistance in choosing domain name (.RU extension) (←relevant search queries; Google Keyword planner); • Assistance in choosing URL names, H1 > H4 tags (←relevant search queries; Google Keyword planner); • Optimisation of the Meta tags (all the sub-pages)/ content basing on the most popular search queries; • Registration of the translated website in online catalogues/tourism portals/ Russian search engines; • Regular update of the translated content / new content, and of the Meta tags; • Elaboration of online advertising/ promotion plan, incl. link building and creation of publicity slogans; • Realization of several Google Adwords PPC campaigns;

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			<ul style="list-style-type: none"> • Realization of Yandex Direct PPC campaigns
	ITALIAN TRADE COMMISSION/ Italian Institute for Foreign Trade www.italtrade.com	2002-2013	<ul style="list-style-type: none"> • Interpreting during the "Merano Wine Festival" event in Riga; • Interpreting during numerous promotional events & "trade missions" of Italian companies held in Latvia; • Written translation of contracts and legal documents. <i>The letter of recommendation can be provided on request.</i>
3	IMER di Noce Mario Raffaele/ E-Agle group, Italy Web solutions www.e-agle.it www.imersassari.it	2006-present	Translation and localization (ITA/ ENG > RUS) of several websites: <ul style="list-style-type: none"> • Rent a car in Sardinia, www.autonoleggiosardinya.it • Teresa Tardia (designer fashion), www.tardia.it • Heresis (designer fashion), www.heresis.it
4	Fattoria Palazzeta (Italy); Holiday home in Toscana www.fattoriapalazzeta.com	2015	<ul style="list-style-type: none"> • Translation of the website www.fattoriapalazzeta.com/ from Italian into Russian; • Localization of the Russian version.
5	SEA B&B Holiday rentals in Calabria, Italy chriscos2003.wix.com/palmiturismo	2013	<ul style="list-style-type: none"> • Translation of the website's content from Italian into Russian; • Translation of publicity materials (leaflets, brochures).
6	CAMPITELLO SKI & SNOWBOARD SCHOOL www.scuolascicampitello.it	2012	Translation of the website's content from Italian into Russian.
7	HOTEL POSTA MOLTRASIO, Italy www.hotel-posta.it Tourism & Leisure	2011-present	<ul style="list-style-type: none"> • Translation of the website's content from Italian into Russian; • Localization of the Russian version; • Registration of the translated website in online catalogues and tourism portals; • Regular translation and updating of the English and Russian versions of the restaurant's menu.
8	Holiday House "L'ozio in collina", Tuscany; www.ozioincollina.com	2011	Translation of the website's content from Italian into English.
9	SWISS ESTATE , Switzerland www.swisstate.ch Real estate; legal services	2011	Translation of the website's content from Russian into Italian.
10	VIP DRIVER di Andrea Gullo, Italy www.vipdriver.it	2010	Translation of the website's content from Italian into Russian.
11	TAXI SERVICE LIGNANO, Italy www.taxiservicelignano.it	2010	<ul style="list-style-type: none"> • Translation of the website's content from Italian into Russian; • Selection of key words/ key phrases (Meta tags, main page) for search engines.
12	Vicarelo di Volterra , Italy vicarellodivolterra.co.uk Luxury private residences	2010	Translation of the company's publicity brochure from Italian into Russian.
13	CITY OF LUCCA , Italy – tourism portal; www.luccaportal.it	2009	Translation of the portal's content from Italian into English.

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14	ABILITY TOP TRANSLATIONS www.localization-translation.com	2008	The website of the "Good Tastes of Tuscany" (culinary courses; wine courses/ tourism) www.tuscany-cooking-class.com : <ul style="list-style-type: none"> • Translation of the website's content from English into Russian; • Localization of the Russian version.
15	LUXURY TILES, Milan, Italy www.luxurytiles.it Home & Interior	2007	Translation of the website's content from Italian into Russian.
16	Ristorante Alex, Italy www.ristorantealex.com	2005	Translation of the website's content / restaurant's menu from Italian into Russian.
17	SEVERSTALLAT, multinational JSC, Riga, Latvia www.severstallat.eu Production and export of the wide range of carbon steel products; exports into the EU; turnover: 169 mln.USD	2001-2003	<ul style="list-style-type: none"> • Interpretation of negotiations and business meetings aimed at concluding the cooperation agreement with the Italian company IRON s.r.l. (www.iron.it, machinery for coil and steel metal working); • Interpretation during the installation, commissioning and start-up of the coil slitting line manufactured by the IRON S.r.l.; • Interpreting during the training of Severstallat operators of the coil slitting line; • Written translation of the business correspondence, contracts, financial and technical documentation. <i>The letter of recommendation can be provided on request.</i>
18	Translation agency AM 1 www.tulko.lv	1999-2001	Translation of the tourist guidebook/ catalogue LATVIA TRAVEL GUIDE (155 pages in total) from English and Latvian into Russian. Materials of the travel guide include detailed descriptions of geographical, historical, architectural, cultural and other aspects of different Latvian regions and cities. <i>Translated texts did not require any proof-reading/ corrections before being published. Letter of recommendation can be provided on request.</i>
19	SORAINEN (Latvia, Estonia and Lithuania); www.sorainen.com Leading regional business law firm	2000	Translation from English into Russian and Latvian of the "Baltic legal update" (the latest changes in the legislation of three Baltic countries). <i>The translation was officially published on the company's website.</i>

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Secretarial / Executive Support			
1	<p>SIP GROUP Ltd (London)</p> <p>www.sipgrouppltd.com Bed & Breakfast Hotels/ private sector leasing</p>	April 2015- July 2015	<p>Hotel Receptionist/ Front Desk</p> <ul style="list-style-type: none"> • Answering phone calls; answering queries related to hotel services / facilities/ rates; • Taking reservations by phone/fax/email; • Making/ cancelling/ amending bookings on a reservation system (Rezlynx PMS) • Checking guests in and out; • Handling payments through cash and credit cards; • Dealing with special requests from guests; dealing with complaints or problems; • Assisting with housekeeping duties; serving drinks in the bar;
2	<p>Studio Forma Ltd (Studio Forma SIA)</p> <p>www.dizainazona.ru www.dizainazona.lv</p> <p>Furniture Production & Installation Interior Design</p>	2011- Nov 2014	<p>Personal Assistant/ Translator to Mr. Arturs Omelčenko, CEO</p> <ul style="list-style-type: none"> • Agenda management; responding to email enquiries from general public; • Online marketing, managing online ads; • Managing and updating databases; • Handling business correspondence and phone calls; • Communication with service providers, customers; • Written translation of catalogues, publicity materials, business correspondence; • Proofreading and editing of documents, presentations, articles.
3	<p>O.M.T. TARTARINI S.r.l.</p> <p>www.tartarini.it www.emersonprocess.com</p> <p>Worldwide solution provider for the natural gas industry</p>	1999-2000	<p>Executive Assistant to Export Manager:</p> <ul style="list-style-type: none"> • Agenda management, travel booking and business correspondence; • Assistance in building relationships with potential customers in Latvia, Estonia and Lithuania; • Handling sales enquiries from customers and converting them into orders; • Dealing with customers and suppliers on phone/ email; • Dealing with after-sales support, service and questions; • Written translation of catalogues, publicity materials, technical materials; interpretation (seminars, business talks, training courses and workshops); • Organizing business trips.
4	<p>VITRUM GROUP (Latvia, Estonia, Lithuania, Belarus, Finland, Norway, Russia)</p> <p>www.vitrum.lv</p> <p>Production / export of plastic and aluminum constructions; professional storage solutions; import of restaurant equipment, refrigerating and retail equipment.</p>	1998	<p>Executive Assistant to Import Manager:</p> <ul style="list-style-type: none"> • Agenda management, travel booking and business correspondence; • Assistance in sourcing and building relationships with manufacturers / potential suppliers; • Translating and sending orders; tracking deliveries; • Dealing with suppliers by phone/ email; • Dealing with after-sales support; • Written translation of contracts, catalogues, brochures, technical materials; • Interpretation; organization of participation in trade fairs.
5	<p>RAITA Ltd (Russia, Latvia, Estonia, Lithuania)</p> <p>www.raita.lv</p> <p>Luxury home / office furniture</p>	1996-1998	<p>Secretary - Translator:</p> <ul style="list-style-type: none"> • Meeting and greeting all visitors to the office, ensuring clients are greeted in a professional manner, offering tea/coffee on arrival • Office administration; agenda management and travel booking; • Translating/ sending orders; dealing with suppliers by phone/ email; • Written translation of business correspondence, contracts, catalogues, brochures, technical materials; • Organization of business visits of the company's foreign partners.

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