

## **Areas of work**

*Representative and/or recent projects only:*

*For confidentiality reasons, I do not disclose the names of certain customers.*

### Transcreation, copywriting, editing

- › Facebook ads, blog entries, SEO, promotional materials (print and online) for an acclaimed children's books editor
- › Copywriting and communication materials + technical descriptions for a local architecture firm
- › Marketing + transcreation contents for a top IT company
- ▶ keywords: SEO translation, high quality website/digital content, social media campaigns/strategy, blogging.

### Culture & art

- › Speech by Abraham Rosenvasser about A Historical Critique of Freud (private commission)
- › Series of socioeconomic essays (University of Alicante)
- › Museum materials, Archaeology and Late Roman Empire (Roman Villa of La Olmeda)
- › Museum materials, Prehistory, Phoenician Colonisation, Punic Times, High & Low Roman Empire, Late Antiquity, and Moorish Medieval Times (Archaeological museum of Ibiza)
- › Museum materials, Prehistory, Economic and cultural evolution of the Basque society, maritime commerce, fishing (Gipuzkoa Oceanographic Society)
- › Original manuscript on architectural ornamentation from Gaudí (Gaudí Centre Reus)
- › Works, projects, biography of emerging music composers (private commission)
- › Gastronomic menus and recipes (Catalonian restaurants)
- › Exhaustive glossary on oenology and winemaking (private commission)
- › Tasting notes and technical presentation of wines (local Catalonian winemaker)
- › Home meal replacement, organic food (major retail chain in Spain)

- › Recipes for gourmet cookery and pastry (pastry chef's boutique)
- › Louis CK shows subtitling (private commission)

### Tourism

- › Welcome to Wales promotional brochures (Mid Wales, Brecon Beacons, Powys counties)
- › Hotels and SPA presentation and promotion (private commission + tour operator)
- › Information about guest house, hosting & environnement (private commission)
- › City guides: attractions, shopping, events, museums&galleries (LGBT community magazine)
- › Transportation system studies, comparatives and challenges, cultural and historical city presentations (International transport magazine)

### Financial & banking

- › Corporate code of business conducts and ethics, internal communication (UGS)

### Animal health

- › QAs on strategic alternatives, internal communication (Pfizer Animal Health)
- › Advancing science for equine health (Pfizer Animal Health)
- › Diagnostics and IT solutions for animal health (IDDEX Laboratories)
- › Marketing brochures about natural pet food products (Canidae + Brit petfood)
- › Monoclonal antibody for veterinary use (Zoetis)
- › Town Hall meeting transcription and translation (Zoetis)

### Training & eLearning

- › Teaching solution Samsung smart school user guide, flexible learning environment (Samsung)

- Business courses: anger management, managing diversity, leading and innovation (SkillSoft)
- Technical certification course about forklift handling and security (SkillSoft)
- Tailored professional training courses, on-the-job training (CERPS)
- Imaging and printing sales fundamental courses, internal communication & strategies (HP)
- Web press operators' training workbook (HP)

### Human resources information/management systems

- Strategic talent management, skill evaluation questionnaire (Halogen Software)
- Core HR (Organisation Management, Personnel Administration, Employee/Manager Self-Service), Talent Management (Recruitment, Performance Management, Training & Development, Talent Review, Succession Planning, Career Planning), Compensation (Cash Compensation, Benefit Management, Payroll), Workforce Management (Time and Attendance, Absence Management, HR Ticketing, Workforce Analysis) (Meta4)

### Sustainable urban development & mobility

- Studies and consideration about sustainable urban mobility + city and country guides (UITP)
- Studies and consideration, communication, reports, etc. about a variety of topics related to the sustainable development of cities and metropolitan areas (Metropolis, World Association of the Major Metropolises)

### Weapon counterproliferation

- Technical level course on Physical Security and Stockpile Management of Arms, Ammunition and Explosives (confidential International Defense Threat Reduction agencies)
- Technical level course on Safe storage and disposal of aging weapons and munitions in the region of South East Europe (SEE) (confidential, International Defense Threat Reduction agencies)

- Terrorism and WMD Proliferation in the Maritime Environment, maritime challenges, port vulnerability assessment, maritime incident management, etc. (confidential)

### Information technology and systems

White papers on a variety of IT-related subject domains:

#### 1) Fraud detection, eCommerce, cyber security

- Online commerce, payment and fraud management
- Finding fraud in large and diverse data sets, fraud detection and prevention
- Fraud & risk management, integrated payment system
- Cyber security: survival and success of modern business
- GDPR report for SMB about protecting the personal data rights of EU citizen

#### 2) Mobile technologies

- Mobile business development
- Functional testing & mobile test automation (simplifying and accelerating app testing)
- Managed mobility services (business service management principles to speed business operations)
- Defense for mobile applications, examining an ecosystem of risks

#### 3) Big Data

- Big Data analytics for better decision making

#### 4) Storage and servers

- Global Data Centre Energy Strategy (aide-mémoire delivered after a presentation)
- Data center automation, cloud computing

#### 5) Others

- IT services management
- Customer experience management (CEM)

- Customer communications management (CCM)
- SaaS (software as a service) solutions
- Agile Software development, business study

### IT marketing campaigns

- Conference about new visual identity and global ad campaign + internal communication
- Global marketing campaign on converged infrastructure, internal communication

### IT product documentation (user and admin guides):

Server management software, blade server systems, server deployment, online administrator help (intelligent provisioning), converged infrastructures (cloud, storage, servers, networking and software), labels & packaging print servers, professional printer server, storage system monitoring and management software, wireless printing solutions for mobile (Android app).

### Others:

- Speech recognition software + Medical transcription software
- Audit management software + Reporting and management solution for non-financial performance + Software solutions for sustainability performance management, governance, and risk management

### UI localization (software strings):

Server management software, Customer and business interaction tracking system, software strings, Business software modules, Mail server & calendaring server, Health and well-being software solution, Design and Print solutions

### IT technical:

Hardware and software troubleshooting tools for professional inkjet printers, Mobile authentication, Gas chromatography devices & oscilloscopes.

### Last projects

- Integral website contents (English Anywhere)
- Glass tempering ovens advanced user manuals (Glaston)
- Corporate newsletter, Aerospace (AstroNova)
- Microsoft SharePoint [intranet, team sites and content management] training course (Microsoft)
- Article about Gender Equality and Sustainable cities and communities (UN sustainable development goals) within the framework of the European Mobility Week (Metropolis Women)
- SaaS release guide, HRIS (Meta4)
- User guides + software strings for MF printers (Ricoh)
- User guides + marketing contents (Siemens solutions, Automotive manufacturing)
- Book summaries PDF + MP3 on a variety of subject matters, mainly management techniques and methods (SkillSoft)
- Press article about the disruptive effect of light on sleep
- Website, email campaign contents, Facebook posts and guides for a major mobile measurement company

keywords: Marketing and advertising (seo translation, high quality website content, social media campaigns)