



CAREER SUMMARY

English/Spanish Copywriter and Localizer, passionate about culture in general and literature with a broad experience in Media as Content Management.

Strong background in Marketing B2B for local and regional campaigns for MasterCard Surprise, L'Óreal Paris, Sprite and General Motors, among others. Plus Localization for Marketing Agencies with important clients like Google, Salesforce, Ca Technologies and Apple in Latin America and the U.S. with front-end and UX/UI Design.

My monthly average translation volume is between 35.000 words and 60.000 words in various subjects like Marketing, Video Games, Art and Culture plus Automotive and Auto-parts.

MANUEL SIERRA

COPYWRITER/ EXPERT LOCALIZER

- Berlin, Germany
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EDUCATION

2004 - 2007
COMMUNICATION BACHELOR'S
Buenos Aires University
Buenos Aires

2007 – 2011
ENGLISH LITERATURE
Iain Anderson IB English Professor
Buenos Aires

2011
STORYTELLING
Samanta Schwebelin
Buenos Aires

LANGUAGES

Spanish: C.2 Mother Tongue

English: C.2 Mother Tongue

German: A.2

Portuguese: B1

French: A2

Latin: General Knowledge

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SOCIAL MEDIA

Twitter: @blauab

LinkedIn: <https://de.linkedin.com/in/blauab>

Portfolio: <http://blauabs.org>

EXPERIENCIE

FREELANCE EXPERT COPYWRITER - LOCALIZER

2010 – Present

English/Spanish Copywriting and Localizing Services for several Worldwide Companies and Marketing Agencies specialized on Culture, Mechanics and B2B Marketing.

EDITOR-IN-CHIEF & CO-FOUNDER - PAPERHIVE MAGAZINE

2016

Increased the click flow into the main platform plus acknowledging and engaging the scientific community in new developments and technologies by creating, maintaining, editing and overseeing my editor's content and work.

CEO/Co-Founder – Marmann Contenidos

2012 – 2015

Marmann Contenidos provided several companies in Latin America with Content Editing-Creating, Translation, Proofreading and Localization services in English, Spanish and Portuguese.

- Established long lasting partnerships with Marketing Agencies and Multinational Companies
- Successfully increased engagement for Latin American users between 2014/2016
- Managed a group between 10-15 translators and content editors for English, Spanish and Portuguese markets

English/Spanish Copywriter and Localizer – McCann Worldgroup

2012 – 2013

World well-known brand development and product innovation company with offices in every continent. Participated in the founding of the department in 2012 in order to supply MRM clients with an increase of clientele in Latin America and Hispanic USA.

- Localization for Latin America
- Creating engaging Content
- Translation English > Spanish

KEY SKILLS



INTERESTS

CULTURE LITERATURE TRAVELING HISTORY & SOCIETY