

“5 years of experience of in-company translation, bilingual (ES/EN (US native), dual degree in Spanish and Mass Comm, and Masters in Corporate Communication. Passionate about helping people communicate effectively in a global community.



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PROFESSIONAL EXPERIENCE

INT'L ACCOUNT COORDINATOR AT APPLE TREE COMMUNICATIONS 1 YEAR 3 MONTHS // 2014 – 2015 // MADRID

I worked with an international team in Madrid constantly transcribing Spanish into English. Our focus was the Authentic Caribbean Rum public relations campaign, which was educational and directed at the trade public in 6 European countries, USA, and Canada. The campaign centered around our presence at trade events and hosting rum education sessions for trade professionals.

- Translation (Spanish/English) for company and clients
- Created and updated weekly, quarterly, and yearly client reporting
- Reviewed communications calendar on a bi-weekly basis
- Managed overall and individual country budgets
- Handled artwork and product distribution for events

MARKETING COORDINATOR AT WEBPAC DIGITAL MEDIA GROUP 1 YEAR 6 MONTHS // 2012 – 2014 // MADRID

Within the content department at WebPac, I was in charge of organizing the digital activity for 200 clients from all over the world on WEBpackaging.com, and did so in a bilingual Spanish/English environment.

- Negotiated media agreements and client renewals
- Design, writing, and creation of: microsites, articles, banners, newsletters, catalogues, and digital pubs

MEDIA PLANNER AT VIZEUM (CARAT) 1 YEAR 3 MONTHS // 2011 – 2012 // MADRID

As a media planner at Vizeum, I concentrated on the Spanish market. Initially, I started working to fulfill my Masters' degree in-company coursework, and stayed on. My team managed the advertising media placement for Endesa, a leading Spanish electric and gas company with media budgets of up to 7,000,000 euros.

- Translation (Spanish/English) for company and clients
- Audience evals, competitive reports, material tracking, and post-campaign presentations

OTHER POSITIONS

- English teacher at Native Professional Teachers (4/2012 – 7/2012, Madrid, ES)
- Account Executive Intern at KP Alazraki (9/2007 – 12/2007, Guadalajara, MX)
- Production Intern at Shakti Prod (6/2007 – 8/2007, México D.F., MX)

EDUCATION

- Masters in Corporate Communication from EAE Business School (Madrid, 10/2010 – 7/2011)
- B.A. degree, double major in Spanish and Mass Communication from The University of Wisconsin - Eau Claire (Eau Claire, 9/2004 – 8/2008)

STUDY ABROAD

- Guadalajara, Mexico (2007)
- Valladolid, Spain (2006)

TOOLS & TECHNOLOGY

● **Translation & Media**
Wordfast, Google Analytics & AdWords, SEO,
CM monitoring tools

● **Design**
Web (CMS, HTML, Fireworks
Dreamweaver, Flash, FileZilla),
Adobe Illustrator, Photoshop &
InDesign, iPhoto, QuarkXpress

● **General**
Microsoft Office
(Excel & PowerPoint)

LANGUAGES

**Spanish: fluent reading, writing,
and speaking**

English: native (USA)

REFERENCES

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**ASHLEY
PIEKARSKI**

**SPECIALIST
INT'L COMM**

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