CHLOE PELLEGRIN

**Your language partner
for all your multilingual marketing needs**

Phone
+44 (0) 7775292101

Email
chloe@frogology.com

Website
www.frogology.com

Address   75 Moy Road, Cardiff CF24 4TD, UK

About Me

Native French translator and interpreter with first-class postgraduate degree in Bilingual Translation and 20+ years of full-time translating experience

Full Member of the Institute of Translators and Interpreters (ITI) in the UK

Secretary of the ITI Cymru, official ITI regional group for translators and interpreters in Wales

Languages

English - fluent

French - native

Socials

www.linkedin.com/in/chloe-pellegrin-m-a-miti-43940191

frogology

Experience

Language Specialist   **2002 - now**

Over a 20 year career I have had the chance to translate for many different industries. My main specialties at the moment are listed below, however don't hesitate to ask about your project as I may have done something similar in the past.

- **Marketing** – for major international brands looking to have their advertising campaigns, catalogues & brochures transcreated for the French market.
- **SEO localisation** (see details on page 2)
- **e-commerce** – facilitating the sale of various products and apparel to customers using the target market's writing guidelines and conventions
- **Websites** - reflecting the values and brand image of the business
- **Social media campaigns** – translating/transcreating social media posts into French, taking into account the target audience and character limitations
- **Outdoors sports and mountain apparel** for several well-known brands, including product descriptions, technical features, innovations, etc.
- 10+ years of translating content related to **sports and leisure apparel and footwear** for one of the top sneaker brands in the world
- **Sports journalism** – quarterly, time-critical interviews and reports on world-class equestrian events
- **Cycling** – weekly work translating cycling-related product descriptions & technical features
- **Food and drink** – 15 years working daily for one of the UK food retail giants
- **Tourism** – local and national Tourist Boards (England, Wales, Australia, Scotland) | Global Hotel Groups | Sites and Attractions

Education

Currently studying for a City & Guilds Level 3 Diploma in Digital Marketing

M.A. in Bilingual Translation – First class   **2001 - 2002**
   University of Westminster, London

M.A. in European Comparative Literature   **1999 - 2000**

B.A. (Hons.) in French. Class 2:1   **1998 - 1999**
   University of Kent at Canterbury

CHLOE PELLEGRIN

frogology

**Your language partner
for all your multilingual marketing needs**

Phone

+44 (0) 7775292101

Email

chloe@frogology.com

Website

www.frogology.com

Skills

Translation	Editing and Proofreading	Transcreation

Localisation	Keyword Search	SEO Localisation / Content optimisation

Search Engine Optimisation and Localisation

From simple **keyword research** in the target language through to **direct, real-time integration of SEO into the translation process**, I make sure the translated content has the same intended impact as its carefully crafted source.

I hold a **City & Guilds Level 3 Diploma in Digital Marketing**, a qualification aimed at people entering the Digital Marketing sector as well as those already working in these areas who are looking to renew their skills.

What does the qualification cover? Digital Marketing is the use of digital media to attract and engage with current and potential customers, for example online advertising, email marketing, and search engine optimisation.

How is it useful for translation? While creating engaging copy for the target audience, I also make sure that the target text is optimised through the use of keywords specifically chosen for their impact on search engines. It also means the output is truly localised - i.e. tailored to the tastes, customs, and habits of Internet users in different countries - and it takes into account cultural differences to minimise the risk of errors that could affect the company's reputation.