

Olesya Serrano (Price)

Localization Specialist

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Professional Profile

Highly organized and tech-savvy language professional with two Master's degrees in Linguistics and 17+ years of experience in facilitating communication and localizing high-visibility content.

- 17+ years of combined experience in localization, technical writing, copywriting, SEO-friendly content writing, transcreation¹, translation, editing, proofreading, terminology management, and quality assurance
- Languages: English (native), Russian (native), Spanish (fluent), Arabic (basic), German (basic)
- Highly effective research, presentation, analytical, and strategic planning skills
- 4.5 years contributing to developing and executing globalization strategies for NETFLIX

Tools

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|---|---|--|---|
| <ul style="list-style-type: none">• Microsoft Word• Excel• PowerPoint• OneNote• Teams | <ul style="list-style-type: none">• Outlook• SharePoint• Adobe Acrobat• Photoshop• FrameMaker | <ul style="list-style-type: none">• GitHub• Teamwork• Jira• Beehive• Dropbox | <ul style="list-style-type: none">• Google Drive• Google Sheets• Google Docs• Google Analytics• CMS |
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Professional Experience

NETFLIX (through a third-party contractor), Remote.....May 2022 to present

Localization Team Lead (Russian):

Works with senior Netflix leadership to adapt Netflix's global communications strategies and approaches to the Russian-speaking market. Leads a team of translators, provides guidance on linguistic issues to the team and the client, formally reviews the team's performance, and contributes to the development of Netflix's Russian Style Guide and other standard-setting documentation. Performs quality assurance review of creative content (marketing materials, movie titles, synopses, API strings, etc.). Re-creates high-profile marketing content in Russian.

PRICE&SURKOVA, LLC, Houston, TX.....February 2007 to present

Owner & Certified Linguist:

Offers technical writing, copywriting, transcreation, translation, editing, proofreading, quality assurance, subtitling, and other language services. Acts as project manager, business manager, client manager, accountant, sales rep, and takes on any other role necessary to promote and maintain a successful small business.

Highlights:

- Currently writes proposals for DOD contracts (US Army and US Navy) for Vectrus, a V2X company
- Ghost-written blogs for Arloid Automation CEO Sergey Shalunov: <https://arloid.com/blogs/>
- Edited video scripts and subtitles for Yahoo and Verizon Media high-profile marketing presentations (such as those at APAC Growth Summits 2021 and 2022)
- Localized and performed LQA review for Kaspersky Lab ZAO from April 2016 through May 2020 (case studies, help pages, tech support content, internal training materials for Kaspersky's IT security solutions)
- Translated highly complex design documentation, such as nuclear facility specifications for IAEA, combined heat and power plant design documentation for Siemens, and mining site specifications for Gazprom.

NASA LANGUAGE LAB, Houston, TX.....October 2013 to present

Owner/ Educational Content Developer:

Develops original educational materials, including custom courses, such as pre-travel bootcamps, courses on ISS abbreviations and terminology, language of business negotiations, etc. Teaches English/Russian at all levels to the NASA community.

NETFLIX (through a third-party contractor), Remote.....December 2018 to January 2021

Linguistic Quality Assurance Lead:

Led a team of US-English LQA reviewers, provided guidance on linguistic issues to the team and the client, reviewed the team's performance, and contributed to the development of Netflix's Timed Text Style Guide at <https://partnerhelp.netflixstudios.com/hc/en-us/articles/217350977-English-Timed-Text-Style>, as well as internal testing and training materials for new reviewers engaged by a third-party agency. Performed linguistic quality assurance review of subtitles for US English content.

Education

KENT STATE UNIVERSITY, Kent, OH.....May 2010

Master of Arts in Translation:

3.91 GPA. Graduate assistant.

SARATOV STATE SOCIAL ECONOMIC UNIVERSITY, Saratov, Russia.....July 2008

Master of Arts in Linguistics and Translation:

5.0 GPA (out of 5). Specializing in translation between Russian, English, and German.

Continued Professional Development

MOSCOW INSTITUTE OF PHYSICS AND TECHNOLOGY.....March 2022

Certificate in Technical Writing (US English):

Online refresher course on the industry's best practices.

Professional Associations

CERTIFIED MEMBER (MITI) OF THE INSTITUTE OF TRANSLATION AND INTERPRETING, London, 2017.

Pro Bono Work

TRANSLATORS WITHOUT BORDERS, US.....August 2018 - present

Russian/Spanish Translator/Editor:

Edits and translates from Russian and Spanish into English and from English into Russian for NPOs and NGOs with humanitarian agendas.

LITERACY ADVANCE OF HOUSTON, Houston, TX.....April 2015 - present

ESL Instructor:

Teaches ESL classes to adult learners seeking to improve their literacy and overcome challenges in employment and housing. Develops original lesson plans and course materials.

AMERICAN RED CROSS, US.....September 2017 - present

Disaster Cycle Services Volunteer:

During natural disasters, serves as a shelter supervisor, responsible for every aspect of emergency shelter operations from setup to closure. During Harvey, handled the logistics of canvassing trips to local communities affected by the hurricane by interviewing community leaders and identifying community centers and needs, determining the nature and amount of supplies and number of volunteers required for each particular location, and procuring the necessary resources.

LADIES FOR LITERACY GUILD (Barbara Bush Houston Literacy Foundation), Houston, TX...August 2024 – Present

Volunteer Reader:

Reads and distributes books to 2nd-graders at various elementary schools as part of the foundation's effort to promote interest in reading in communities with little to no access to books in a home and/or school.

ⁱ Transcreation is a process of recreating the original message in a new language, with emphasis on tone, style, and feeling evoked in the new target audience.