

Laëtitia Lord

French Localisation Specialist

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www.linkedin.com/in/laetitia-lord

London, UK (Settled Status in the UK)

Qualified Member of the ITI

SKILLS

Translation and Localisation

Expertise in CAT tools (SDL Studio 2019, Phrase, Loco, Smartling, Lingotek, MemoQWeb) and spellchecking with Antidote.

SEO and Content Optimisation

Experience in SEO content tactics, keyword research, and web content optimisation using Semrush and Google Search Console.

Content Management

Proficiency with CMS platforms like Magnolia and Drupal, and marketing tools like Emarsys and Mention.me.

Communication and Collaboration

Daily use of collaboration tools such as Jira, Slack, and Teams.

Subtitling and Scripting

Skilled in translating scripts using Final Draft and subtitling with WinCaps and Spot.

Professional Development

Actively pursuing continuous learning through the ITI, LinkedIn Learning, webinars and podcasts.

LANGUAGES

French - Mother Tongue

English - C2

Spanish - C1

Portuguese - B2

Italian - A1

An accomplished French linguist with extensive experience in creating engaging, SEO-optimised content for diverse industries. Adept at transcreating content to resonate with French-speaking audiences globally. Proven expertise in managing content workflows, collaborating with cross-functional teams, and boosting online visibility through strategic SEO practices. Highly skilled in translating and localising content with a keen eye for cultural nuances and audience preferences.

WORK EXPERIENCE

French Localisation Specialist | Go City | August 2021 – Current

- Translate, post-edit, and author content-writing for UX/UI, app interfaces, CRM emails, promotional campaigns, and paid media in French.
- Co-developed and executed an SEO content strategy, enhancing organic search performance using tools like Semrush and Google Search Console.
- Collaborate closely with cross-functional teams to maintain brand consistency and uphold the company's global image.
- Analyse content performance with Google Search Engine, adjusting strategies to optimise engagement and reach.

Freelance Translator and Editor | October 2010 – July 2021

- Localised and subtitled content across various sectors, including consumer goods, finance, environmental technology and sustainable solutions, cinema, tourism, lifestyle, marketing, and video games.
- Maintained and updated terminology databases and style guides to ensure content quality and consistency.
- Demonstrated strong project management skills, overseeing multiple projects to successful completion.
- Delivered high-quality localisation and editorial services for leading brands such as Currencycloud, Nike, Michael Kors, Airbnb, Accor, Marriott, Sony, WeWork, 3B Productions, and Big Light Productions.

EDUCATION

M.A. in Bilingual Translation

University of Westminster, London

Maîtrise de Langues étrangères appliquées

French equivalent to a Post-Graduate diploma in English and Spanish applied to business

Université François Rabelais, Tours

Licence de Langues étrangères appliquées

French equivalent to a Bachelor degree in English and Spanish applied to business

Université François Rabelais, Tours

PORTFOLIO

EXAMPLES ALL TAKEN FROM PUBLISHED WEB PAGES

Type	English	French
Tourism Promotional Giveaway	<u>New York Helicopter Tour</u>	<u>Survol de New York en hélicoptère</u>
Tourism Promotional Giveaway	<u>Photo Shoot Experience</u>	<u>Séance photo à Manhattan</u>
Tourism Promotional Giveaway	<u>Dubai Helicopter Tour</u>	<u>Survol de Dubaï en hélicoptère</u>
Tourism Blog Post	<u>10 Things to do in Paris</u>	<u>Top 10 des choses à faire à Paris</u>
Tourism Attraction Page	<u>Madame Tussauds London</u>	<u>Madame Tussauds London</u>
Tourism Attraction Page	<u>FC Barcelona - Immersive Tour</u>	<u>Camp Nou - FC Barcelone</u>
Tourism Attraction Page	<u>Casa Batllo</u>	<u>Casa Batllo</u>

PORTFOLIO

EXAMPLES ALL TAKEN FROM PUBLISHED WEB PAGES

Type	English	French
Tourism Attraction Page	<u>Eiffel Tower Guided Climb</u>	<u>Tour Eiffel - Visite guidée par les marches</u>
Finance Blog Post	<u>Why America's Fintechs must think...</u>	<u>Pourquoi les Fintech américaines ont tout intérêt...</u>
Music Booklet	<u>Nocturnos de Andalucia</u> <u>Pages 4-7 & 24-29</u>	<u>Nocturnos de Andalucia</u> <u>Pages 14 -20 & 33-37</u>
Music Album Presentation	<u>Hyperion Concierto de Aranjuez</u>	<u>Hyperion Concierto de Aranjuez</u>
Photography Blog Post	<u>Tim Fox</u>	<u>Tim Fox</u>

PORTFOLIO

EXAMPLES ALL TAKEN FROM PUBLISHED WEB PAGES

Type	English	French
Press Release	UniParts	UniParts
Press Release	Holmen	Holmen
Press Release	EcoCooling	EcoCooling
Press Release	Iggesund	Iggesund
Tourism Attraction Page	Iggesund	Iggesund

PORTFOLIO

EXAMPLES ALL TAKEN FROM PUBLISHED EMAILS

Partez avec The Paris Pass®.

Aaaah ! Si tous les compagnons de voyage pouvaient être comme The Paris Pass®, ce serait le rêve !

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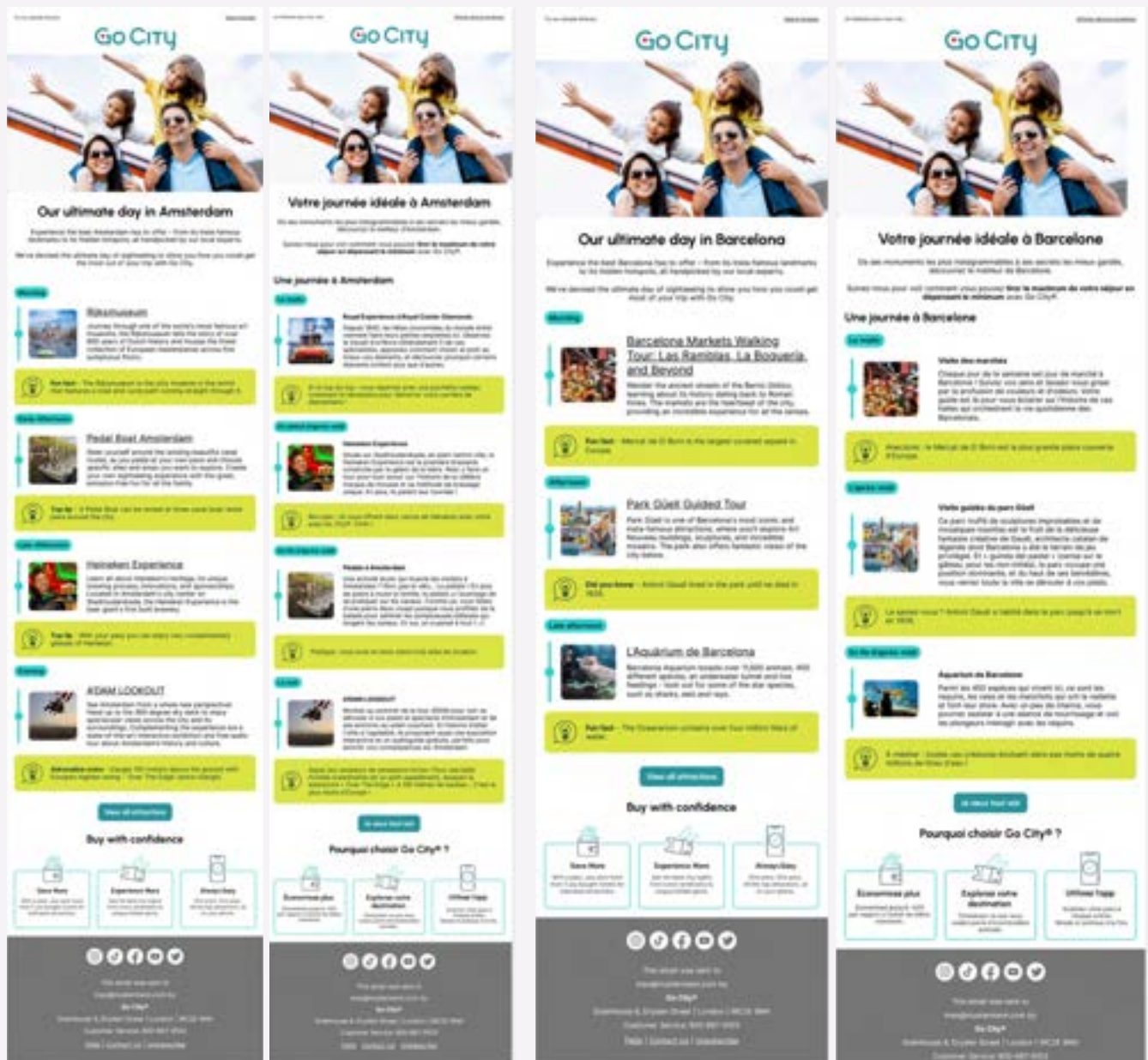
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J'en profite !

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EXAMPLES ALL TAKEN FROM PUBLISHED EMAILS



6th July 2024

PORTFOLIO

EXAMPLES ALL TAKEN FROM PUBLISHED EMAILS



Laëtitia Lord

FRENCH LOCALISATION PROFESSIONAL

6th July 2024

Application for the position of:

FRENCH LANGUAGE MANAGER

PORTFOLIO

EXAMPLES ALL TAKEN FROM PUBLISHED PROMOTIONAL CAMPAIGNS

