

# Amanda Moody BEng DipTrans MITI MCIL CL

Freelance Technical Marketing Translator (ES-EN)

[www.thespanishtranslationstudio.com](http://www.thespanishtranslationstudio.com)

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Wells, Somerset, UK

## Source language:

Spanish

## Target language:

English (native)

## Professional affiliations:

MITI

MCIL Chartered Linguist (Translation)

## Qualifications:

Postgraduate Diploma, **Translation**  
The Chartered Institute of Linguists

Postgraduate Diploma, **Marketing**  
The Chartered Institute of Marketing

Degree, **Engineering**  
(electronics, telecoms, computing)  
The University of Bristol

## Services:

translation, transcreation,  
website localisation,  
proofreading and editing

## Specialist fields:

technical marketing  
engineering, technology  
marketing communications  
travel, tourism

## Working Environment:

Windows 10  
MemoQ 9.4 (2020)  
Microsoft Office

## Why work with me?

My writing is compelling and accurate, skills developed during more than 25 years in **marketing** and **technical communications**. This includes over 15 years working in engineering and technical marketing roles in **telecoms** and **IT** (Motorola, Marconi, Texas Instruments) and 10 years of experience in **tourism**, running a successful small business in Andalusia, Spain.

As an engineer, I know the importance of **accuracy** and **consistency** and as a marketing professional I know how to craft a **compelling story**. During my career, I have written, edited, translated and reviewed brochures, newsletters, web content, technical RFPs, white papers, sales training materials, requirements specifications, blogs and social media content. I know how to understand an **audience** and the **drivers** behind a communication – essential skills to ensure that a document's **meaning** and **intention** are retained during translation.

I am a Chartered Linguist (Translation) through the **Chartered Institute of Linguists** and a fully qualified member of the **Institute of Translation and Interpreting**. I have been awarded **ISO 17100:2015 Qualified** status.

## Recent Projects

### Marketing Communications

- Marketing materials:
  - Customer magazines: Technical materials and architecture,
  - In-house magazines: Automotive sector, Distribution, Hazardous materials
  - General engineering blogs/articles: Smart factories, Bespoke CNC, Industry 4.0
- Company presentations:
  - Shareholder presentation - Steel tubing for the oil and gas industry
  - Sales presentation - Mobile apps company, Agile software design
- Websites:
  - Renewable Energy, Spanish Government Agency (67,000 words)
  - Website design consultancy, Barcelona
  - Machine tools
  - Commercial catering equipment

### Technical Marketing

- Technical description documents:
  - Mobile apps
  - Fibre optic cable
  - Condition monitoring system (thermoelectric power plant)
  - Cloud backup services
- Technical requirements specification documents:
  - WiFi solution
  - IPTV Monitoring System
- User guides:
  - Proprietary email system
- Technical invitation to tender documents:
  - Gas and oil pipelines
  - Fibre optics

### Travel and Tourism, Marketing

- Airline Customer Services Manual (40,000 words)
- Marketing Strategy Report, Airport Expansion (12,500 words)
- Travel Guides:
  - Seville, Andalusia (9,000 words); Vitoria, Basque Country (3,300 words)
- Cultural/business/tourism articles:
  - Spanish government agency (~5,000 words monthly)
- Websites:
  - Canary Islands Film Festival, Madrid Secondary School, Malaga Winery, Tenerife Hotel group, Catalonia government tourist agency
- Social media: Tourist agencies in Andalusia and Catalonia

## Background – Previous Career Detail

### Technical Marketing and Design Engineer (1987 - 1994)

#### Enigma, UK

Technical Marketing Manager (1992-1994), Systems Engineer (1990-1992),  
Technical Marketing Consultant (1989-1990), Firmware Engineer (1987-1989)

- **Engineering:** Worked in speech recognition and speaker verification research and development. Also developed software and firmware, collected and analysed speech data, tested algorithms and was responsible for technical marketing, working with the British Technology Group and several banks.
- **Training:** Delivered courses for firmware engineers in the programming of new DSP (Digital Signal Processing) devices under contract to Texas Instruments, Bedford.

### Telecoms Global Marketing Manager (1994 - 2002)

#### Motorola, UK

3G Global Marketing Manager (2000–2002), 3G Product Marketing Manager (1998-2000),  
Product Manager: In-Building GSM (1996-1998), Technical Marketing Manager (1994-1996)

- **Technical Marketing Communication and Training:** Wrote, proofread and edited white papers, brochures, product roadmaps, RFI materials and web content for technical and commercial audiences. Defined content and managed its development and communication. Managed the development of training materials for global sales teams and managed the delivery of product roadmap training worldwide.
- **Telecoms Product definition:** Led cross-functional teams from the engineering, research, sales and regional marketing departments to define new technical functionality for mobile telecoms network infrastructure products. Managed the prioritization process for software and hardware feature development across customers and markets.
- **Team Management:** Managed a technical marketing team with members in UK, US and China. Also responsible for managing the relationship between the UK Product Management team and the Spanish technical sales team in Madrid.

### Tourism Marketing Manager, English Teacher (2002 - 2013)

#### Andalusia, Spain

- Owner/Marketing Manager of a business hosting courses/holidays. Website, SEO, portals, social media
- Private English tutor, primarily working with Spanish university graduates