

Bethan Moore – IT>EN Fashion Industry Translator with Marketing Experience

Name: Bethan Moore

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Company: BeMore Translation

Profile

I am a British English native speaker with a background in the Italian fashion industry. I have solid in-house experience across multiple departments including PR, Marketing and e-Commerce, and am now moving into the free-lance market.

Specialising in Fashion, Business, Tourism, Marketing and Market Research.

Services

Translation, Proofreading, Editing, Copywriting, Transcreation

IT Skills

Microsoft Word – Advanced

Microsoft Excel – Advanced

Microsoft PowerPoint – Advanced

Microsoft Access – Basic

MemoQ – Basic

Wordfast Pro - Basic

Latest Projects & Work Experience

Glisco Marketing – Online Marketing Agency

- **Translating** website copy for a **luxury real estate agent**, including 'About' page and property description.
- **Translating** website copy for an **apartment hotel (residence) in Tuscany**, including room and restaurant descriptions.

Enveritas Group – Multi-lingual Online Marketing Agency

- **Copywriting** website copy for a **luxury 5-star hotel** in Cairo, adhering to style guide, SEO and marketing strategy.
- **Copywriting** of marketing e-cards for 3 **luxury hotel chains** in 3 different brand voices.
- **Proofreading and Editing** website copy (French-English) for a **luxury hotel chain**.
- **Proofreading and Editing** brochure copy (French-English) for a **luxury spa chain**.

Networks Europe srl. – Translation Agency

- **Translating 2 Product books** for the **men's accessories** range of a high-end Italian fashion brand.
 - Bags, shoes, trainers, wallets, leather goods.
- **Translating 2 Press releases** for a luxury **bedding** range and a printed **scarf** collection.
 - Bed linen, pillow cases, blankets, prints, patterns.

La Perla Global Management UK Ltd. - (Luxury / Fashion) Owner of La Perla & Elite Model Management

Bi-lingual Office Manager & Assistant

November 2010 – July 2014

- Working with the PR team to translate or proofread press releases, presentations and internal communications for fashion shows, scouting tours and other events.
- Translating for the Licensing team during the development of an Elite Model branded cosmetics range.
- Organising translations of legal documents.
- Ad hoc proofreading of new online and email content as requested by the e-Commerce team.
- Support for a UK multilingual office of 18 and liaising with the head offices in Milan and Bologna.

Wolverine Worldwide Ltd. - Wholesale Footwear (Hush Puppies, Merrell, Cushe, Keds)

Temporary HR Assistant

August 2010 – October 2010

- Translating HR documents from French into English.
 - Supporting the HR department in an administrative capacity, processing new employees and leavers.
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All Global Ltd. - Market Research

Project Co-ordinator

November 2007- April 2009

- Proofreading, translation and quality control of reports, client deliverables and interviews to ensure they meet company standards.
- Managing the translation and proof reading of all questionnaires and project documents.
- Liaising with clients, vendors and respondents in English, French and Italian to provide a professional and responsive service, and meet deadlines.

Delegate Management Services Ltd. – Business Conference Registration

Tri-lingual Project Administrator

July 2006-February 2007

- Managing the set up of the registration website, including localisation and liaising with international clients.
- Responding to and resolving all conference registration enquiries by phone and email in English, French and Italian while maintaining excellent customer service.
- Travelling to business conferences (SAP, Gartner) in Amsterdam and Cannes to be the first point of contact for all conference delegates.

Education

ILoT Diploma in Translation IT-EN

Exam taken January 2015

[Click for more information](#)

City University London - ILoT Diploma in Translation

Preparatory Course - Modules 1-3

January-December 2013

Continuing Professional Development course in practical translation

Bristol University- 2:1 French and Italian BA Joint Honours

October 2002 –June 2006

A course studying both linguistic and cultural elements, including translation, grammar, literature and film.

Study abroad

University of Aix-en-Provence

Sept 2004 –Feb 2005

French language and translation courses FR<>EN

University of Turin studying Italian

Feb 2005 – July 2005

Italian language and translation courses IT<>EN

Centro Italiano S.A.S. Naples

June 27–August 1 2003

A four-week intensive Italian language course with a focus on speaking and grammar with extra-curricular courses in Italian culture and art history.

Italian > English Translation Examples

Further examples and references can be provided on request.

<https://www.dropbox.com/sh/k70cyl8ioyhi472/6-xWXVpVRb>

<http://www.cafebabel.co.uk/babelians/5349/bethan-moore.html>