

# Cristina de Olano

## Marketing & Finance Translation Specialist



- Experienced translator (English/German to Spanish) with solid expertise in marketing, investment and finance.
- Track record in copywriting, content editing and technical proofreading of specialized literature.
- International & multi-cultural: 10 years marketing executive experience in several European countries
- Well-founded knowledge of the Spanish and US financial industry and market regulations.
- Colleagues define me as an accurate, conscientious professional with a deep consumer understanding.

### EXPERIENCE IN TRANSLATION *Since April 2014*

#### Freelance Translator EN, DE > ES

- Language quality assurance (LQA) services for a job search platform and an investment management company.
- Translation of business documents, such as press releases, business reports and brochures in logistics, ERP systems and retail fields.
- CryptoExpert: Translation of websites, social media and email communications for an exchange platform and a hardware wallet.
- Transcreation, localization and consulting services on copy writing in the area of DIY, fashion and online education.

#### *Publishing segment: Finance & Investment*

- Translation and editing according to the Spanish regulatory framework, review of economic terminology.
  - Translator:
    - *Security Analysis*, Benjamin Graham, Deusto, release date pending
    - *The Interpretation of Financial Statements*, Benjamin Graham, Deusto, 2022
    - *The Path*, Peter Mallouk and Tony Robbins, Deusto, 2021
    - *Capital Returns*, Edward Chancellor, Deusto, 2020
    - *Unshakeable*, Tony Robbins, Deusto, 2019
  - Technical editor (reprinting):
    - *The Intelligent Investor*, Benjamin Graham, 2022
    - *Benjamin Graham on Investing*, Benjamin Graham, Deusto, 2022
    - *Warren Buffett and the Interpretation of Financial Statements*, Mary Buffett & David Clark, Gestión 2000, 2021
    - *Buffettology*, Mary Buffett & David Clark, Gestión 2000, 2021

### EXPERIENCE IN MARKETING *1998 – 2014*

#### 2012 – 2014 **Entrepreneur in the coffee shop industry**

- Preparation of a business plan, search of premises and professional cooking practices at Teatros del Canal, Madrid

#### 2011 – 2012 **Senior Brand Manager Goodyear Iberia at Goodyear Dunlop**

- Design of the off-/online media plan (BTC+BTB) including the first TV commercial to be aired at New Year's Day.

#### 2000 – 2011 **Philip Morris Spain**

##### **Brand Manager Philip Morris** *2009 – 2011*

- Management of communication and promotions at the point of sales, increasing brand sales by 160%.

##### **Consumer Insights Executive** *2007 – 2009*

- Implementation of a new consumer approach strategy obtaining the "PMS Award" recognition.

##### **Brand Executive Marlboro** *2006 – 2007*

- Project leader of "Racing Experience", the brand main promotional activity in 2007, achieving 700.000 consumer contacts.

##### **Brand Manager L&M** *2003 – 2006*

- Development of annual brand plans and adaptation of the communication strategy to tobacco advertising ban effective 2006.

##### **Trade Marketing Supervisor** *2002 – 2003*

- Design and coordination of value-added promotions at the point of sales.

##### **International Trainee** *2000 – 2002*

- *Marketing Department, Munich (Germany)*
- *HQ EU Marketing Services, Lausanne (Switzerland)*
- *Sales Force, Barcelona & Events Department, Madrid*

#### 1998 – 2000 **Press & Radio Marketing Assistant at GDM Gerencia de Medios**

### EDUCATION

Digital Marketing Specialization, Coursera (University of Illinois)

Jan 2015 – Oct 2015

Bachelor's degree in European Business Administration (E-4) – Program: Spanish-German  
ICADE – Universidad Pontificia Comillas, Madrid (Spain)  
ESB – Hochschule Reutlingen (Germany)

1994/98

### ADDITIONAL SKILLS

#### Languages:

Spanish: Native

English & German: Proficient user – C2

French: Intermediate level – B1

#### Computer skills:

CAT Tools: SDL Trados Studio (own license), Smartling, Wordfast

Other: Certified Professional Cook (Asociación Área de Formación)



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#### **REFERENCES:**

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<http://www.proz.com/translator/2630125>