



LORENZA BALBO

*Translator EN/DE > IT |
Localization, Digital Content
& SEO Copywriting*

CONTACTS

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LANGUAGES

Italian — Native

English — C2

German — C1

DIGITAL SKILLS & CONTENT MARKETING

- SEO copywriting
- UX writing
- AI-assisted content creation
- Social copywriting
- Blogging
- E-commerce content
- Email marketing
- LinkedIn marketing

TOOLS

- WordPress
- Google Search Console
- Google Analytics 4
- SDL Trados Studio 2024
- memoQ · Across · Xbench
- Microsoft Office, Adobe Acrobat

PROFESSIONAL PROFILE

Professional Translator EN/DE > IT and Content & SEO Copywriter with more than twenty years of experience across corporate and international organizations, both in-house and freelance.

I combine linguistic expertise, localization, SEO copywriting and digital communication skills to develop clear, brand-consistent and target-oriented content for technical, marketing, web, tourism, corporate and publishing sectors.

LANGUAGE SERVICES & DIGITAL CONTENT

- Specialized translation EN/DE > IT
- Revision, proofreading and MT post-editing
- Localization of web, marketing, tourism and editorial content
- SEO copywriting for e-commerce, blogs and newsletters
- Writing and optimization of digital, corporate and promotional content
- Content audit and linguistic optimization for SEO purposes

FIELDS OF SPECIALIZATION

TECHNICAL & INDUSTRIAL CONTENT

- Installation and maintenance manuals · Technical datasheets · Catalogues · Hardware/software documentation · Quick start guides · User manuals

MARKETING, WEB & CORPORATE CONTENT

- Websites · E-commerce · Blogs · Newsletters · Social media content · Press releases · Brochures · Promotional texts · Corporate content

TOURISM, BUSINESS TRAVEL & MICE CONTENT

- Tourism websites · Booking platforms · Travel guides and itineraries · Hotel presentations · Materials for business travel, events and incoming/outgoing projects

EDITORIAL & PUBLISHING CONTENT

- Fiction · Non-fiction · Children's books · Editorial translation and revision

LINGUISTIC BACKGROUND & LOCALIZATION

Master's Degree in Modern Foreign Languages and Literatures – English and German

University of Turin, Italy

Linguistic and localization expertise:

- Translation, revision and localization EN/DE > IT
- Content localization for web, marketing, tourism and editorial content
- Proofreading and linguistic optimization of digital and corporate texts

SPECIALIZED TRAINING & PROFESSIONAL DEVELOPMENT

- **Copy42 Academy – CEPAS-qualified Copywriting (Reg. No. 405)**
AI · Digital copywriting · Multichannel communication
- **STL Formazione and AITI** · continuous professional development in localization, transcreation, marketing communication, editorial revision and specialized translation

PROFESSIONAL ASSOCIATIONS

- **AITI** – Associate Member
- **ProZ Professional Member**

PROFESSIONAL EXPERIENCE

Translator EN/DE > IT | Localization, Digital Content & SEO Copywriting

Freelance – *LBalbo Translations di Balbo Lorenza* | 2015 – Present

- Translation, revision and MT post-editing EN/DE > IT
- Content localization and SEO copywriting for web and marketing content
- Writing, adaptation and optimization of digital and corporate content
- SEO copywriting for e-commerce, blogs and newsletters
- Linguistic and strategic optimization of digital texts according to target audience and brand voice

Chief Commercial Officer | Business Travel & Marketing Director

BCD Travel – *Ventana Group* – *Carlson Wagonlit Travel* | 2001 – 2015

- Strategic and operational marketing in international corporate environments
- Supervision of tourism, corporate and promotional content
- Communication management for Italian and international clients
- Coordination of teams of up to 20 people

Translator EN/DE > IT | English Teacher

Freelance – *Scuola Media Statale G. Cena, Montanaro, (Turin), Italy* | 1998 – 2001

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