

Antonella Troilo

TRANSLATOR-COPYWRITER EN-FR>IT

Expertise: advertising, marketing and communication in skincare, beauty, fashion and food and wine

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I collaborate with direct clients and through several translation and communication agencies, I have carried out adaptation, translation and transcreation projects for many international brands such as:

- **Luxury:** Rolex, Dior, Chanel, LVMH, Saint Laurent;
- **Fashion:** Kering, Zadig&Voltaire, Maison Lejaby, SMCP, Caroll;
- **Skincare/Make-up/Kids skincare:** Naos, Koosh, Drunk Elephant, Shiseido, Sephora, Estée Lauder, L'Oréal.

PROFESSIONAL EXPERIENCE

Self-employed freelance translator

- 2016-present
- Texts about make-up, skincare, perfume, body and hair care, luxury, clothing
 - Translation of marketing brochures, fliers, websites, catalogues, campaigns and agri-food packaging
 - Translations about wine, winemaking and viticulture
 - Translation of corporate communication documents (internal and external emails, press releases, economic forecasts)

Translation project manager – Technicis (Acolad Group) – Boulogne-Billancourt, France

- 2014-2016
- Prepared analyses and quotes
 - Selected appropriate external resources
 - Liaised between clients, sales managers, translators and proof-readers, and ensured timely delivery
 - Managed budget

French/English to Italian translator and proofreader – Technicis (Acolad Group) – Boulogne-Billancourt, France

- 2014
- Translated and proofread financial, legal, marketing and tourism texts
 - Edited glossaries
 - Updated translation memories

EDUCATION & TRAINING

2018-2019 **Online course of transcreation** – Theory of transcreation, translation of copies and brochures, practical exercises (in group and individually), analysis of the storytelling and the tone of voice in marketing and advertising texts – **Lingue&Parole, translation and editorial agency based in Milan, Italy**

2019 **Online course of digital copywriting “Copy42 Web”** – History of the Italian language and how to write and communicate on social networks in a correct and professional way; how to

simplify and at the same time enrich its own written language and style; micro copies; storytelling; editorial content plan on social networks; SEO copywriting and user-centered content; UX writing; how to write effective blog posts; Wordpress and useful plugins; notions of graphic design – **Pennamontata web agency, Rome**

2013 **Master's degree in Translation and Conference Interpreting** – Advanced School for Interpreters and Translators – University of Trieste, Italy

2012 **Erasmus study programme** – Institut Libre Marie Haps (Advanced School for Interpreters and Translators) – Brussels, Belgium

2012 **Internship at NATO headquarters in Brussels:** Simultaneous interpretation exercises in practice booths

2009 **Bachelor's degree in Translation and Interpreting (with honours)** – School for Interpreters and Translators Carlo Bo – Bari, Italy

HOBBIES & INTERESTS

- Cinema, literature, music, theatre and travel
- Mindfulness meditation and yoga
- Volunteering: Volunteer for Restos du Coeur and help distribute food to homeless people in Paris (2015–2016) and in Lyon (2017-2019)