



Adriana Warren-er

Localisation Specialist Spanish (LATAM), Content Sub-Editor, Project Manager

📍 London, UK

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Languages

English (Work Proficiency)

French (Basic)

Spanish (Native)

About

Localisation Specialist EN>ES (LATAM) with six years of experience creating culturally adapted content for the target audience. Experience in Digital Content Marketing, Project Management and Bussiness Development in the Luxury Fashion Market and Art Market. Highly skilled native Spanish speaker living in London. Skills: Project management, Localisation, Transcreation, Content Editing, Digital Marketing Content, Fashion, Art market.

BRANDS WORKED WITH

Farfetch

MAAH Aizpuru Hernandez. Art Advisors

Experience



● Sub- Editor Spanish (LATAM)

Farfetch | May 2021 - Now

- Freelance Sub-Editor Spanish LATAM for Digital Marketing Content at FARFETCH (Luxury Fashion online marketplace).
- Editing and proofreading of all brand/ marketing content localised by content writers for 7 markets in the region: App & Web homepages, Editorials, Promotional content, CRM channels, SEO Optimisation, Flat Content, Loyalty programme, PPC and Affiliates.
- Quality checks to ensure the tone of voice is consistent across all communication channels based on in-house style guides & glossaries.
- Project management: allocation of projects, working with other teams and stakeholders to ensure the publishing deadlines.

● Localisation Specialist EN>ES (LATAM),

| May 2017 - Now

- Localisation/ Transcreation
- Editing/Proofreading
- Audiovisual Translations and Subbing
- I create culturally adapted content by localising meaning for the target audience.
- Past clients: SDI Media, Los Angeles, USA. TransGlobe Publishing/ Thames & Hudson, London, UK.

● Founder/ Director

MAAH Aizpuru Hernandez. Art Advisors | Jan 2013 - Dec 2016

- Co-founder and Director
- Art Advisor assisting clients through the selection and purchasing process of artworks.
- Curator of exhibitions of Latin American Art.
- Consultant specialist of Mexican Art for Fine Art Bourse (online auction house based in the UK). Responsible for the valuation and cataloguing of incoming artworks.
- Client liaison for national and international clients. Customer service and negotiator ensuring successful consignments.

Education & Training

2022 - 2022

● University of the Arts London

Digital Marketing Strategy, Digital Marketing

2020 - 2020

● Cálamo & Cran, Universidad Europea de Madrid

Professional Translation EN>ES,

- 2012 - 2013 ● **Goldsmiths, University of London**
Postgraduate Diploma Contemporary Art History, Visual Cultures, Contemporary Art History
- 2011 - 2012 ● **Sotheby's Institute of Art**
Master of Art Business (MA), Art Business
- 2005 - 2006 ● **Universidad Iberoamericana, Ciudad de México**
Postgraduate Diploma in Marketing, Postgraduate Diploma in Marketing: Commercial and Competitive Strategies
- 2001 - 2005 ● **Universidad Iberoamericana, Ciudad de México**
Bachelors Degree in International Relations, International Relations