

# Federica Guzzo

London, United Kingdom | Tel. +44 7922735501 | info@federicaguzzo.com

Ambitious Italian native conference interpreter and translator specialised in marketing and gastronomy sectors. Highly organised team player with over 5 years of experience in account management in the advertising industry, capable of working under stress and meeting tight deadlines.

## Professional Experience

### Freelance conference interpreter, translator and proofreader - EN<>IT, FR>IT

Oct 2016 – present

- **Services:**

Interpretation: remote and in-person simultaneous, remote and in-person consecutive, liaison and whispered;

Translation: translation, proofreading, MT post-editing, back translation, transcription;

- **Areas of expertise**: marketing, gastronomy, food labels, consumer goods, travel and tourism, environment, CVs, personal certificates and documents;
- **CAT Tools**: Wordfast Pro5, Wordbee.

### Senior Account Manager | Eg+ Worldwide - London, UK

Aug 2022 – March 2024

- Managing OOH/DOOH, creative design campaigns, liaising with clients and resources to manage expectations and meet media deadlines;
- Running quality control checks on assets before delivery;
- Italian text controller for Essity 2023 video Online campaigns;
- Client portfolio includes: Qatar Tourism, Expedia B2C and B2B, Hotels.com, Vrbo, Essity, Intel, Singapore Airlines.

### Senior Transcreation Account Manager | Hogarth Worldwide - London, UK

Oct 2021 – Aug 2022

- Overseeing the workflow of EMEA markets;
- Managing status meetings to ensure smooth communication between account managers, production teams, stakeholders, clients and clearance bodies;
- Planning, budgeting and forecasting resources for the production of multimedia content: print, broadcast and digital;
- Client portfolio includes: Mattel, Bose, Dyson, Sage, Kingfisher.

### Transcreation Account Manager | Hogarth Worldwide - London, UK

May 2020 – Oct 2021

- Coordinating the production of TV and Online ads for Mattel Italy.
- Providing quality-control checks to ensure the delivery of high-quality materials in line with market and media requirements.
- Closely working with clients, translators, recording studios and media agencies to ensure good management of workflow and planning of campaigns according to media plans.
- Updating asset content library on a project-to-project basis.

### Transcreation Account Executive | Hogarth Worldwide - London, UK

Sept 2018 – May 2020

- Supporting the production of culturally adapted marketing communications for the Rolex account;
- Outsourcing translations and carrying quality-control checks to ensure the delivery of materials by agreed target dates;

- Managing terminology update, glossary and translation memory maintenance on a project-by-project basis;
- Italian approver for the 'Rolex, Training Center Film 2019' recording session.

**Conference supervisor** | Consorzio Palazzo Chiaramonte Steri - Palermo, Italy

Jan 2017 – June 2017

- Managing the organisation of conferences and liaising with event staff to ensure smooth running of events.

**Tourist guide** | Beni culturali srl - Palermo, Italy

Nov 2016- June 2017

- Tours in English, Italian and French in the Spanish Inquisition museum.

## Education

**Advanced Conference Interpreting for the EU/UN**

2018-2019 London Metropolitan University - London, UK

**EN>IT** simultaneous, whispering and consecutive interpretation

**Master of Arts: Conference Interpreting**

2017-2018 London Metropolitan University - London, UK

**IT<>EN** simultaneous, whispering and consecutive interpretation

- Dissertation project: *'Interpreting for the food industry: a reflective analysis on the accuracy of the simultaneous performance from Italian into English'*

**Bachelor of Arts: Interpreting and Translation**

2013-2016 SSML Centro Masterly - Palermo, Italy

**EN<>IT, FR<>IT** translations, simultaneous, whispering and consecutive interpretation

- Dissertation project: *'Counterfeiting technical glossary'*

## Certifications

Institute of Translation and Interpreting, ITI - Affiliate Member

International English Language Testing System, IELTS – C1

Diplôme d'études en langue française, DELF - B2

## References

Available upon request