



MARION CERRATO

TRANSLATION | LOCALISATION |
CONTENT MARKETING

CONTACT

+39 349 7430154

marion.cerrato@gmail.com

Bologna, Italy

linkedin.com/in/marioncerrato

SKILLS

Translation | MemoQ, MemSource

SEO | Google Keyword Planner,
Google Analytics, UberSuggest,
SEMRush, Mangools Keyword
Finder

Web Editing and Content
Management | WordPress, Social
Media

Email Marketing | ActiveCampaign

LANGUAGES

French : native speaker

Italian : bilingual proficiency

English: full professional
proficiency

PROFESSIONAL PROFILE

Freelance translator and content marketing specialist (SEO, Social Media, Newsletter Marketing) with extensive experience in the online leisure and travel industry.

EXPERIENCE

French Translator | From 2012

Freelance | Bologna, Italy

Collaborations with Booking.com, Acolad, WebzLab, Translated.net and GAE Digital Consulting:

- English/Italian to French translation and localization of web content
- Keyword research and multilingual on-page SEO

Content Marketing Specialist - Italian Market | 01/2011 - 06/2012

Smartbox | Milan, Italy

- Built and executed a social media campaign (Facebook ads and contests)
- Was in charge of online reputation monitoring
- Provided customer support on social media
- Localized content for newsletters, SEO campaigns and SEM campaigns

Community Manager - Italian Market | 05/2010 - 10/2010

Groupon | Milan, Italy

- Carried out community management and provided customer support on local Facebook and Twitter accounts
- Managed Groupon Italia's corporate blog and created web content to help the web editing team reach daily goals

Content Manager - SEO Specialist | 07/2007 - 01/2010

Venere.com (Expedia Group) | Rome, Italy

- Managed blog content and freelance writers
- Created newsletter content in French and English
- Performed keyword researches
- Monitored blog and newsletter KPIs
- Set up Venere.com's presence on Facebook, YouTube and Twitter
- Attended BlogWorld Las Vegas 2008 and SMX New York 2007

SEO Content Editor (French - English) | 04/2006 - 07/2007

Venere.com | Rome, Italy

- Wrote marketing and travel-related web content in French and English
- Gained extensive experience in SEO copywriting by attending SEO training seminars

Press Office Assistant | 10/2001 - 08/2004

French Embassy in Italy | Rome, Italy

- Carried out news monitoring and analysis by writing daily press reviews and diplomatic reports
- Wrote and translated press releases
- Updated content and news on the embassy's website
- Contributed to the embassy's public relations activities by responding to incoming media inquiries and requests

EDUCATION

DAEFLE | 2011 - 2012

Alliance Française - Distance learning

Certificate in French Language Teaching

Graduate Certificate in Comparative Law | 2004 - 2005

University of Copenhagen, Denmark

Media Law, International Sports Law, Introduction to Danish Law

Danish for Beginners

Master's Degree in Political Science | 1998 - 2002

Sciences Po Aix, France

Communication and Media Studies

Erasmus program in Italy (University of Turin, 1999 - 2000)

9-month internship at the French Embassy in Italy (2001 - 2002)

Bachelor's Degree in Law | 1995 - 1998

University of Aix-Marseille, France

Civil Law, Labor Law, Constitutional Law, Criminology

OTHER INFORMATION

I have a 6-month experience in the education field as a teaching assistant in a vocational school in Marseille, France.