

Carolina Salinas Luna Pizarro

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Professional Experience

Carolina Salinas - Translation Services, Cologne

Full-time freelance translator

Part-time freelance translator

January 2011 – present

January 2007 – December 2010

- Translation from German, English and Portuguese into Spanish
- Translation from English, Spanish and Portuguese into German
- Translation from German, Spanish, Portuguese into English
- Copywriter in Spanish
- Desktop publishing

Fields of specialization:

- ✓ Press, advertising, marketing, PR
- ✓ Media, art, lifestyle
- ✓ Film, television, theater
- ✓ Business
- ✓ Automotive
- ✓ Tourism and Travel
- ✓ Trade fairs, exhibitions and expositions
- ✓ Software, web site and video game localization

Deutsche Welle (DW), Bonn

www.dw-world.de

Advertising and Marketing Assistant – Marketing and Advertising Department

September 2010 – December 2011

- Translated and adapted German advertisement copy into Spanish for publications and internet media.
- Wrote and edited advertising copy, promotional brochures, and television program catalog copy in Spanish.
- Developed an online marketing campaign for the German Language Courses (GLC) Department. Utilized e-mail and cross-promotion to increase the number of website visitors from Latin America.
- Elaborated several contest entries for the German Language Courses Department. The GLC Department was awarded the German e-Learning and Innovation Prize 2011 at the Learntec 2011 Fair, as well as the Edublog Awards 2010 in the categories "Best Educational Use of Audio" and "Best Educational Use of a Social Network".

Deutsche Welle (DW), Bonn

Assistant to Head of Staff Training Section - Human Resources Department

January 2009 – May 2010

- Assisted the Head of Section in administrating a range of training courses, as well as in planning and organizing specific and tailored training programs and workshops to train personnel to new tasks due to restructuring measures in the IT and the Editorial Departments.
- Planned the journalistic and technical audio training programs for foreign correspondents: formulated the budget; coordinated and liaised between the Technical Department, IT Department and the Editorial Departments. Organized the training schedule and special activities; prepared pre-departure guide for correspondents and prepared the working materials. Three of the trainings were held in Bonn, bringing African, Russian and South Asian correspondents to the DW Headquarters. Another training was held in Belgrade for the Central and Southeast European Departments.
- Organized staff enrollment to external trainings, such as German classes for newly arrived journalists and safety measures for journalists working in crisis regions. Also monitored the external trainings budget.

Delisoft GmbH / Sofidel Group, Cologne January – December 2008
Sales and Marketing Assistant - Sales and Marketing Department

- Tracked and managed customers' orders and monitored the timely delivery of the merchandise.
- Liaised between the Delivery Department and the productions plants in Italy, France and Germany, in order to ensure deadlines where met in a timely fashion.
- Provided customer support via phone and e-mail.

Cologne Tourist Board, Cologne October – December 2007
PR Intern - Press and PR Department

- Monitored international journalists' press inquiries.
- Assisted the production of the annual media monitoring report.
- Updated the press database.
- Assisted journalists in planning and organizing a press trip to Cologne.
- Prepared press kits for journalists.

WDR - West German Broadcasting Network, Cologne March – September 2007
Editorial Assistant - Travel Magazines TV Editorial Department

- Supported the editorial team by scheduling and coordinating shooting dates, interviews and meetings in Germany and abroad.
- Responded to viewers' inquiries and provided them with additional information about the TV program.
- Performed day-to-day administrative work, filed and processed paperwork and improved the department's filing system.

Education

University of Applied Sciences Cologne, Germany December 2006
Faculty of Information Science and Communication Studies
Degree in Translating and Interpreting: English, German, Spanish
Average grade: B+

University of Western Sydney, Australia February 2003 – June 2003
School of Communication Arts (semester abroad)
Courses attended: Australian History, Black and White Photography, Approaches to Communication, History of Cinema

Catholic University of Bolivia, La Paz, Bolivia August 1995 – December 1996
School of Business Administration
Major in Hospitality Management

Language and Computer Skills

Multilingual: fluent in Spanish, German, English and Portuguese

Microsoft Office suite, Adobe Photoshop, Adobe InDesign, Across, OmegaT, Macromedia Dreamweaver, SAP Coghos (fee and license management system) and SAP R/3

Affiliations

Federal Association of Interpreters and Translators, Germany
University of Applied Sciences Cologne Alumni Association, Germany

Volunteer Work

Allerweltskino e.V. - Film association that organizes intercultural events with special guests presenting independent movies from all over the world.