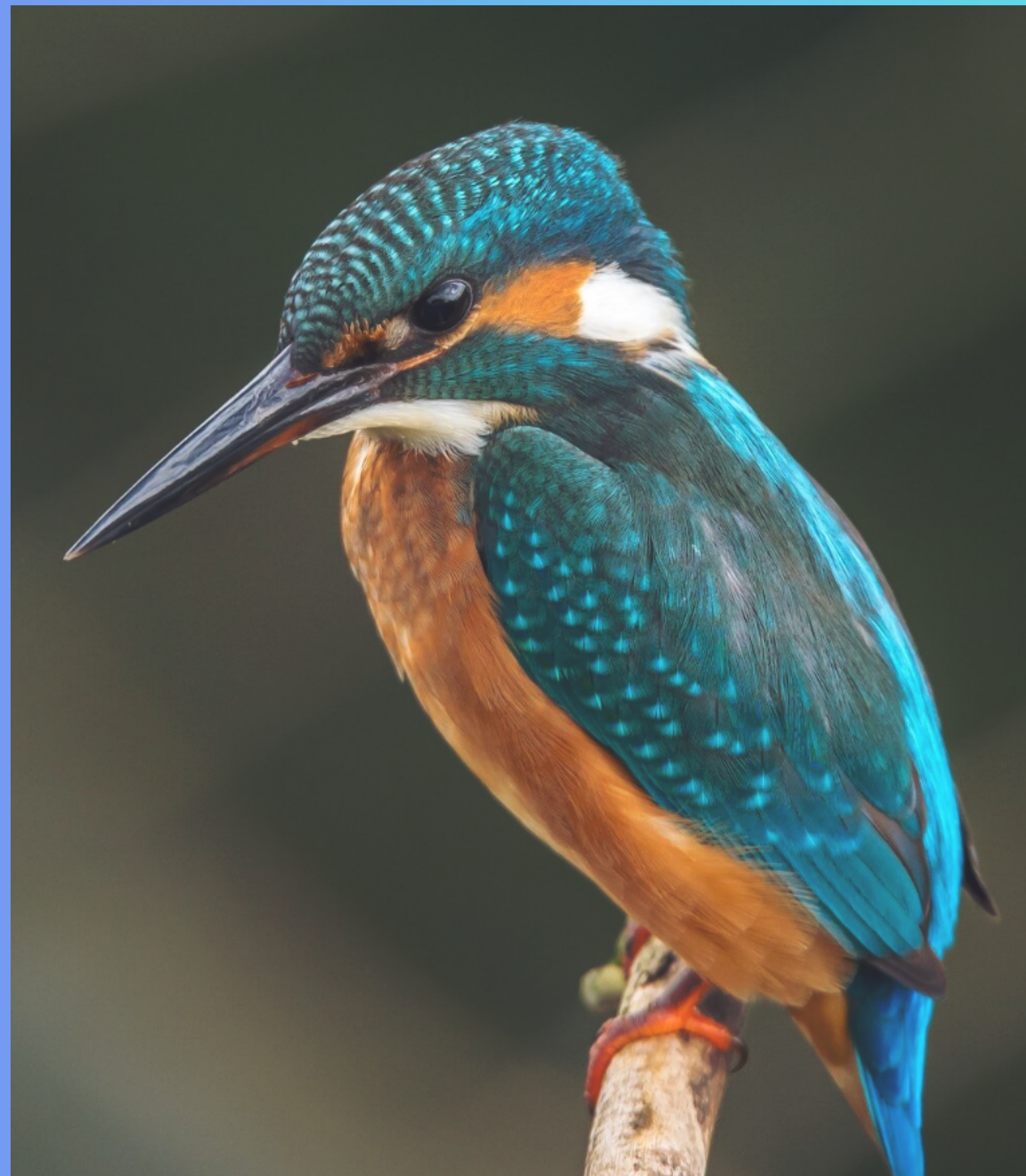# My portfolio

Agustina Echaire
Creative Translator & Copywriter
www.tpechaire.com

My vision

I believe in a world that is increasingly connected, through common values, cultural exchange and impeccable communication.

My role is to deliver that through the art of linguistics and my love for translation and copywriting.

My career in numbers

900,000+
words translated

6+
years of
experience

150+
projects
completed

5,000+
minutes of audiovisual
content transcreated

Notable Projects

A glimpse of some of my most outstanding projects along my career to get a taste of what I can create, always with a customer and mobile-first approach in mind.

01 Audiovisual Content
Subtitling, dubbing and script writing projects

02 Web Magic
Website content creation and translation projects

03 Emails & Brochures
Marketing content creation, transcreation and localization

04 Articles & More
Copywriting and translation of different types of texts

05 Educational Interaction
Translation, localization and adaptation projects

01 AUDIOVISUAL CONTENT

One of the projects I consider a success and I've enjoyed the most entails the translation of subtitles from Spanish into English for a Globo's series.

Name of the series: God Save the King

Work volume: 80 episodes of 45 minutes each

Project length: 4 months

Major challenges:
- Agreeing on names and character speech style to keep consistency throughout all episodes
- Complying with all subtitling guidelines regarding length, format and splitting

Achievements:
- Delivery of 1 episode per day
- All deadlines met
- Broadcasting of the series expanded
- Client expectations exceeded

01 AUDIOVISUAL CONTENT

Another type of audiovisual project I've done is dubbing a medical training video from an Israeli dermatologist to extend its reach to Latin American healthcare professionals and this region's market.

Name of the client: Sirex Médica

Work volume: 35 minutes

Project length: 2 days

Major challenges:
- Transcribing, translating, dubbing and synchronizing the audio with the original video in 2 days
- Making sure the right medical terms were used

Achievements:
- Final asset delivered before the set deadline
- High-quality video with natural and clear audio
- Expansion of specialized training
- Broader and localized brand reach
- Happy and satisfied client

02 WEB MAGIC

This is one of the many types of web pages I've created during my path at Vodafone and it includes a brief service overview, features and benefits, how it works, use cases and brand differentiators, as required.

Type of website: **product page**

Website link: **vodafone.com/business/solutions/sase**

Project length: **5 days**

Major challenges:
- **Including all the product details in a simple and appealing way**
- **Using the right SEO keywords**

Achievements:
- **Technical information made visual and easy to understand**
- **Increased website visits and CTR by 25%**
- **Increased lead conversions by 15%**

02 WEB MAGIC

As a freelancer, I've also translated several websites, like this one of a relocation services company in Argentina that was looking to expand its operations to more countries around the world and needed to translate the page from Spanish to English.

Type of website: whole website – home page, services, testimonials, appointments and contact

Website link: gohomeargentina.com.ar

Project length: 3 days

Major challenges:
- Keeping all key information and brand message using transcreation
- Ensuring all the technical concepts and SEO keywords were included and easy to understand

Achievements:
- Delivery of final copy within the set deadline
- Expansion of the brand services farther abroad
- Customer satisfaction and loyalty gained
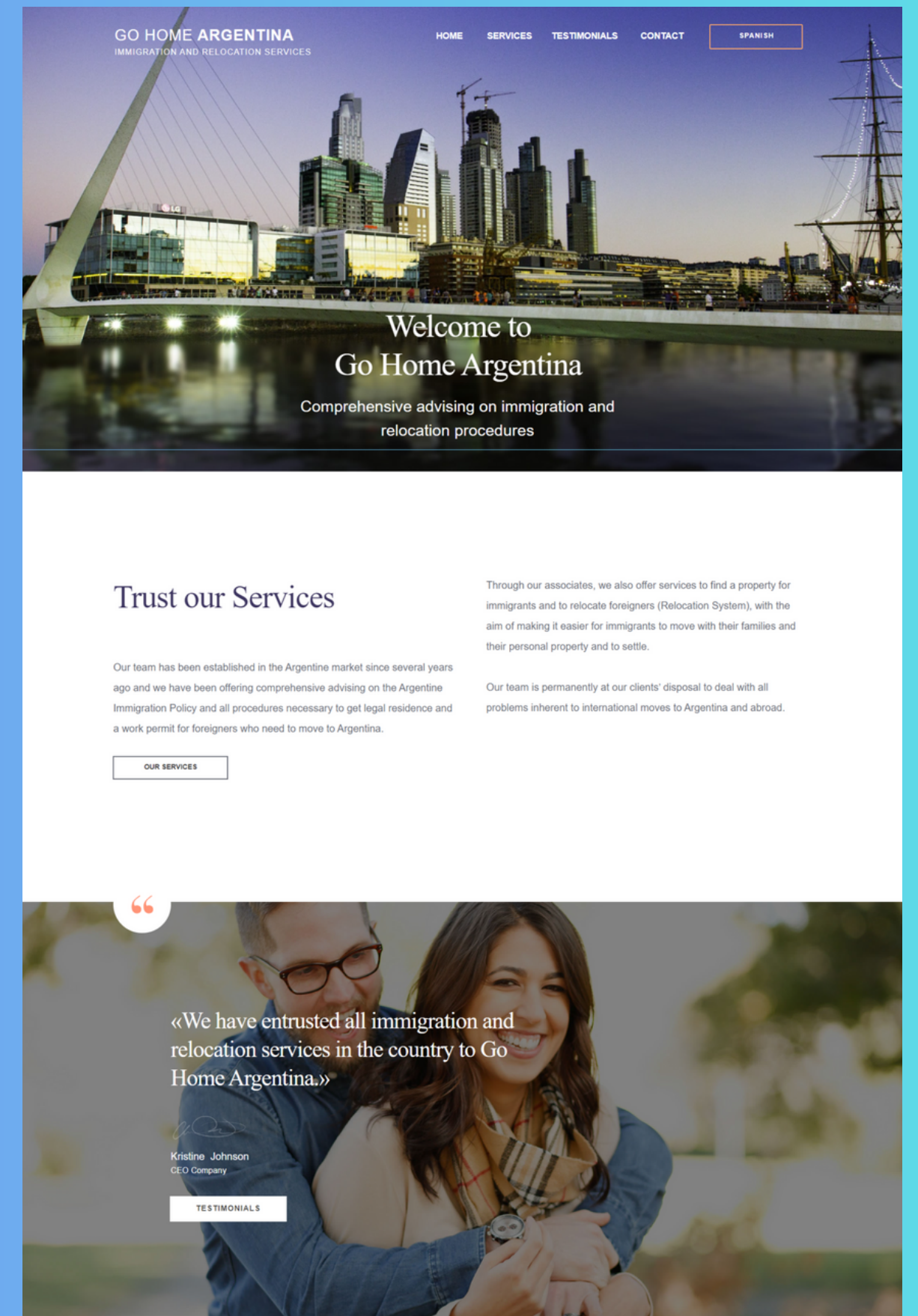
03 EMAILS & BROCHURES

Both as a freelancer and while working at Vodafone, I've created hundreds of emails for all stages of the customer journey: from informative newsletters to email campaigns following an awareness-consideration-decision format. Due to confidential policies, I've created this sample email for a travel agency.

Type of email: promotional
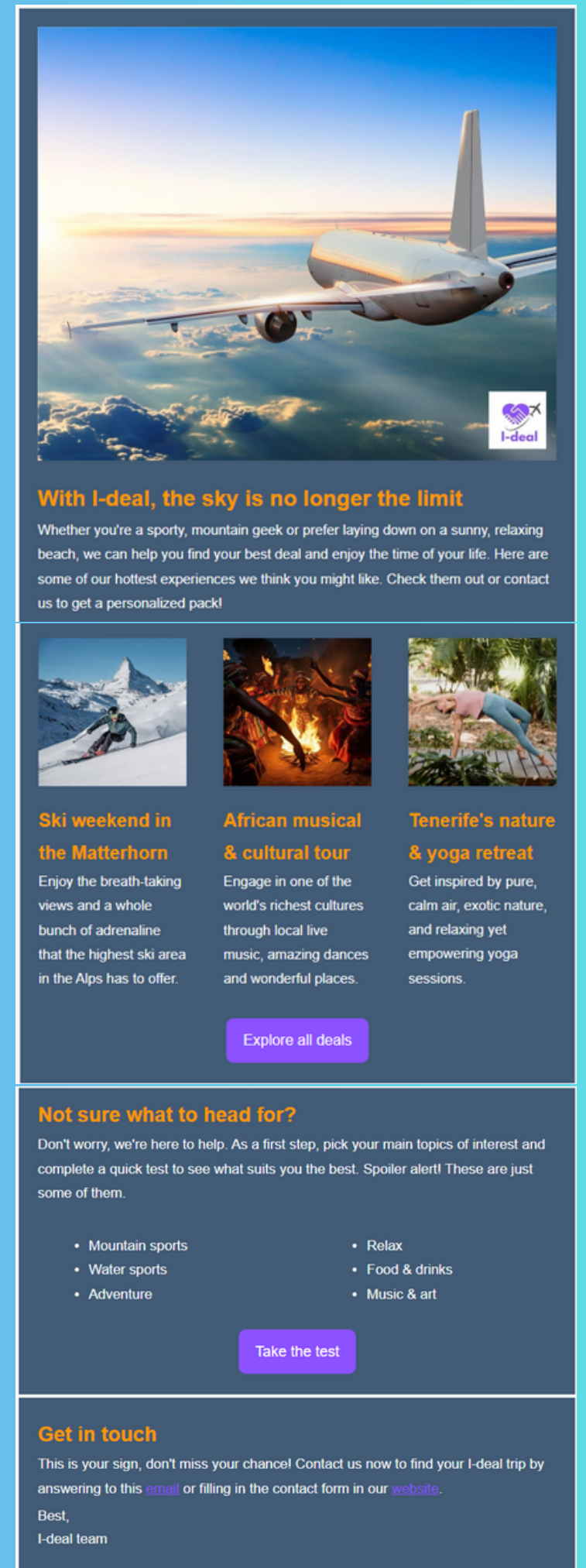
Link to email: Find your I-deal Experience!

Project length: 1 day

Major challenges:
- Choosing the best deals based on the target audience
- Selecting the most convenient CTAs in line with the purpose of the email (greater website traffic and brand acknowledgement)

Achievements:
- Simple, friendly and catchy copy and design
- Key information, details and CTAs included
- Generation of CTR and traffic to the client's website

To:
From : I-deal Team
Subject : Find your I-deal Experience!

With I-deal, the sky is no longer the limit

Whether you're a sporty, mountain geek or prefer laying down on a sunny, relaxing beach, we can help you find your best deal and enjoy the time of your life. Here are some of our hottest experiences we think you might like.

With I-deal, the sky is no longer the limit

Whether you're a sporty, mountain geek or prefer laying down on a sunny, relaxing beach, we can help you find your best deal and enjoy the time of your life. Here are some of our hottest experiences we think you might like. Check them out or contact us to get a personalized pack!

Ski weekend in the Matterhorn
Enjoy the breath-taking views and a whole bunch of adrenaline that the highest ski area in the Alps has to offer.

African musical & cultural tour
Engage in one of the world's richest cultures through local live music, amazing dances and wonderful places.

Tenerife's nature & yoga retreat
Get inspired by pure, calm air, exotic nature, and relaxing yet empowering yoga sessions.

Explore all deals

Not sure what to head for?
Don't worry, we're here to help. As a first step, pick your main topics of interest and complete a quick test to see what suits you the best. Spoiler alert! These are just some of them.

- Mountain sports
- Water sports
- Adventure
- Relax
- Food & drinks
- Music & art

Take the test

Get in touch
This is your sign, don't miss your chance! Contact us now to find your I-deal trip by answering to this email or filling in the contact form in our website.
Best,
I-deal team

03 EMAILS & BROCHURES

As part of awareness, informative and promotional marketing campaigns, I've also created many different types of brochures. This is a sample brochure for digital and physical use by a campsite in Argentina, for which I've made a Spanish version and transcreated it into English.

Type of brochure: promotional, informative

Link to brochure: access source and target documents

Project length: 3 days

Major challenges:
- Delivering an original message and maintaining the same sense, style and feeling through transcreation
- Keeping a similar text length despite language differences
- Making sure even the pictures were localized (like the map)

Achievements:
- Neat and concise, yet comprehensive, copy and design
- Accurate and creative content translation and adaptation
- Copy, research, transcreation and review completed within 3 days

English

WELCOME TO NATURAL HOME
A SPACE FOR EVERY TASTE

ABOUT OUR CAMPSITE

At Natural Home, you can enjoy the peace and beauty of nature while engaging in different exciting activities and getting to know people from all over the world.

YOU SHOULD VISIT US IF YOU...
- want to relax and have fun
- enjoy meeting new people
- love nature and sustainable activities
- are looking for renewing energies and exploring new places

HOW TO GET THERE

We are located on the shores of Lake Nahuel Huapi, at 18 km from Bariloche. The easiest way to arrive is taking Route 40 by car or public transport from Bariloche until kilometer 2055.

WE OFFER:
- Tent and caravan slots
- Rental of equipment
- Food court and bar
- Grilling and campfire area
- Tennis, football and volleyball courts
- Children's playground
- Weekly activities and games!

CONTACT

For more information on programs, activities, pricing and bookings, please email us at hello@naturalhome.com or call us at +54 294 55 38 12.

Spanish

TE DAMOS LA BIENVENIDA A NATURAL HOME
UN LUGAR PARA CUALQUIER PALADAR

NUESTRO CAMPING

En Natural Home, puedes disfrutar de la paz y belleza de la naturaleza a la vez que te aventuras en distintas actividades emocionantes y conoces gente de todo el mundo.

DEBERÍAS VISITARNOS SI...
- buscas relajarte y divertirte
- te gusta conocer nuevas personas
- amas la naturaleza y hacer actividades sostenibles
- quieres renovar energías y explorar nuevos lugares

CÓMO LLEGAR

Estamos a orillas del lago Nahuel Huapi, a 18 km de Bariloche. La forma más fácil de llegar es tomando la ruta 40 en auto o transporte público desde Bariloche hasta el kilómetro 2055.

OFRECEMOS:
- Espacios para carpas y casas rodantes
- Alquiler de equipo
- Patio de comidas y bar
- Zona de parrillas y fogatas
- Canchas de tenis, fútbol y vóley
- Patio de juegos infantil
- ¡Actividades y juegos semanales!

CONTACTO

Para más información sobre programas, actividades, precios y reservas, envíanos un correo electrónico a hello@naturalhome.com o llámanos al +54 294 55 38 12.

04 ARTICLES & MORE

As part of an academic collaboration with other colleagues, we translated a classic text in criminology from English to Spanish, which was requested by professors from the University of Buenos Aires, experts in the subject matter, and published in the university's digital library to be available for research.

Type of article: academic (criminal law, sociology)

Link to the files: access source and target documents

Project length: 2 weeks

Major challenges:
- Coordinating the team to finish the whole research, translation and review work on time
- Using the right academic terms, style and format

Achievements:
- Delivery of final document on time
- Extension of available documents in the subject matter
- Expansion of professors' reference materials for research
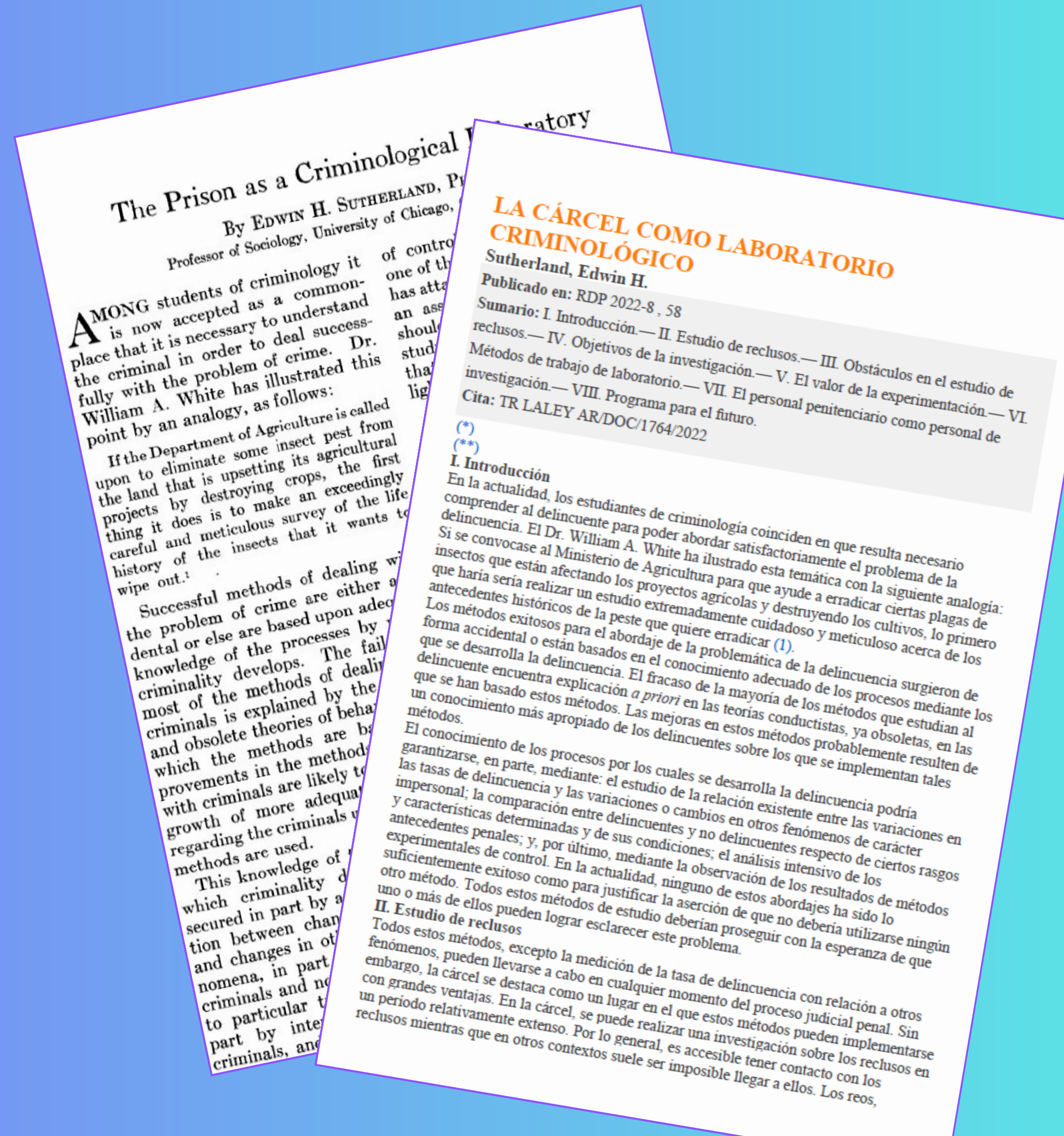
04 ARTICLES & MORE

This is one of the several web articles I've written for different industries, which involved a white paper page and a downloadable eBook in pdf about the major tech and cybersecurity challenges faced by financial services companies.

Type of article: white paper + eBook

Link to the page: vodafone.com/business/news-and-insights

Project length: 3 weeks

Major challenges:
- Gathering as much specific data and stats as possible
- Turning technical data into simple, easy-to-understand facts
- Making the material both insightful and appealing to business customers and prospects

Achievements:
- Both the eBook and the web page finished before the deadline
- Requestor's expectations exceeded
- Brand reach and reputation broadened

05 EDUCATIONAL INTERACTION

As a freelancer, I've also worked for the supplier of one of the major educational online platforms for elementary and middle school students, by providing the EN-ES translation, LSO and QA of many of their interactive contents on natural sciences, including biology, geology, chemistry, astronomy and physics.
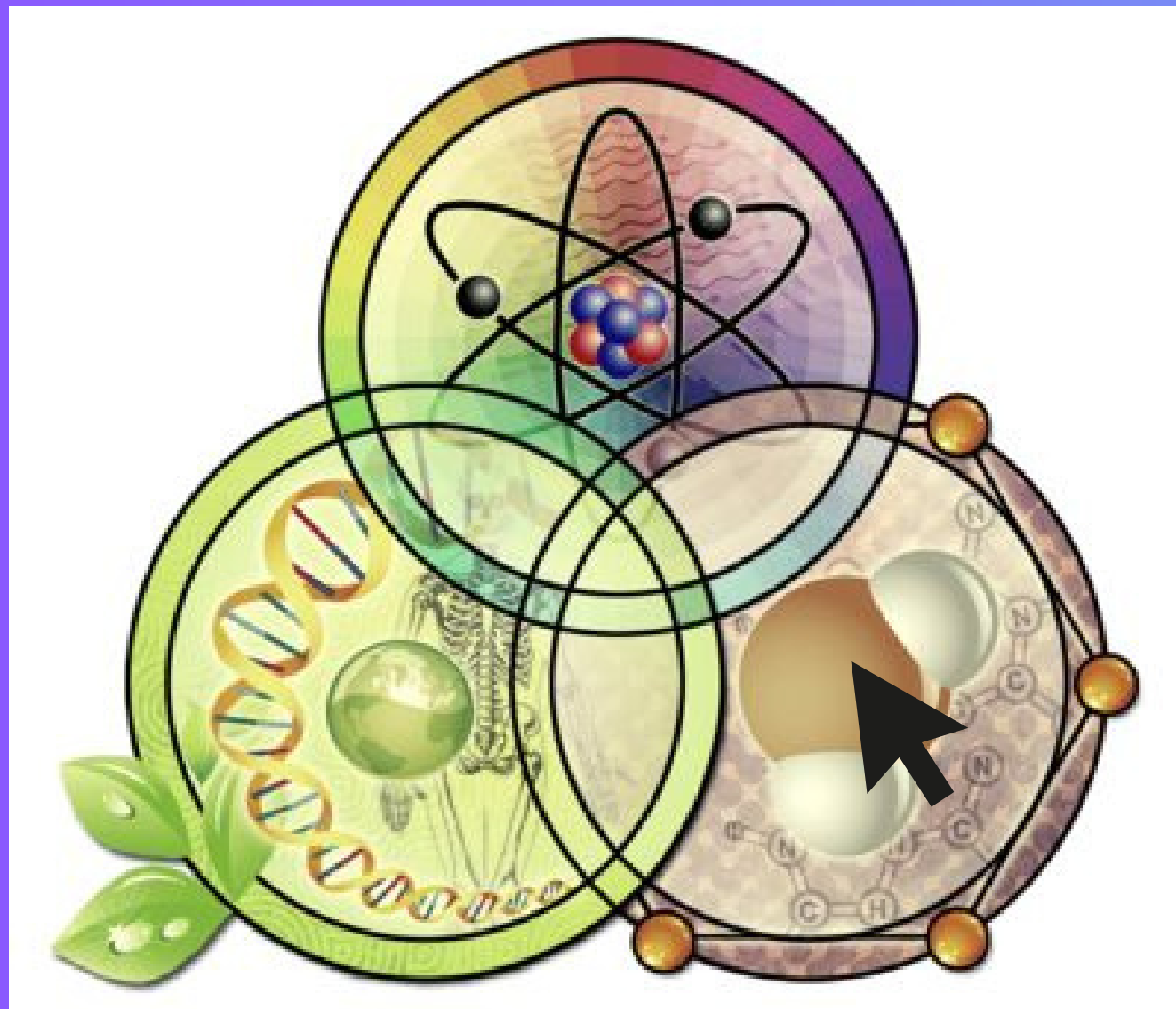
Type of material: explanatory pages, pdf files, videos, interactive exercises and guides for an online platform

Work volume: 70+ pdf files, 20+ simple web pages, 10+ guides, 150+ videos, 100+ interactive activities

Project length: 8 months

Major challenges:
- Keeping consistency among all materials and making concepts and differences in terms clear
- Localizing the content to match the different formats

Achievements:
- Timely submission of all materials with daily deliveries
- Consistently high-quality content localization
- Making the client's platform more inclusive and available to all students despite their linguistic or cultural background

05 EDUCATIONAL INTERACTION

Another education-related project I'm happy and proud of having worked on was the translation of a sustainability online training platform for an entrepreneur. It included theoretical and practical information, tips and examples on how to embrace more sustainable daily and buying habits.

Type of content: UX/UI – sustainability

Main goal: widen the entrepreneur's reach and their clients' engagement among other countries around the world

Project length: 1 week

Major challenges:
- Localizing the content to different regions
- Ensuring UX/UI efficiency and content clarity
- Making sure the original intention and message were well delivered

Achievements:
- Final version submitted on time
- Content-efficient platform through UX writing
- Entrepreneur's platform successful initial launch in the USA

THANKS FOR WATCHING

Let's transcend paradigms **together through the power of words.**

Get in touch!

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