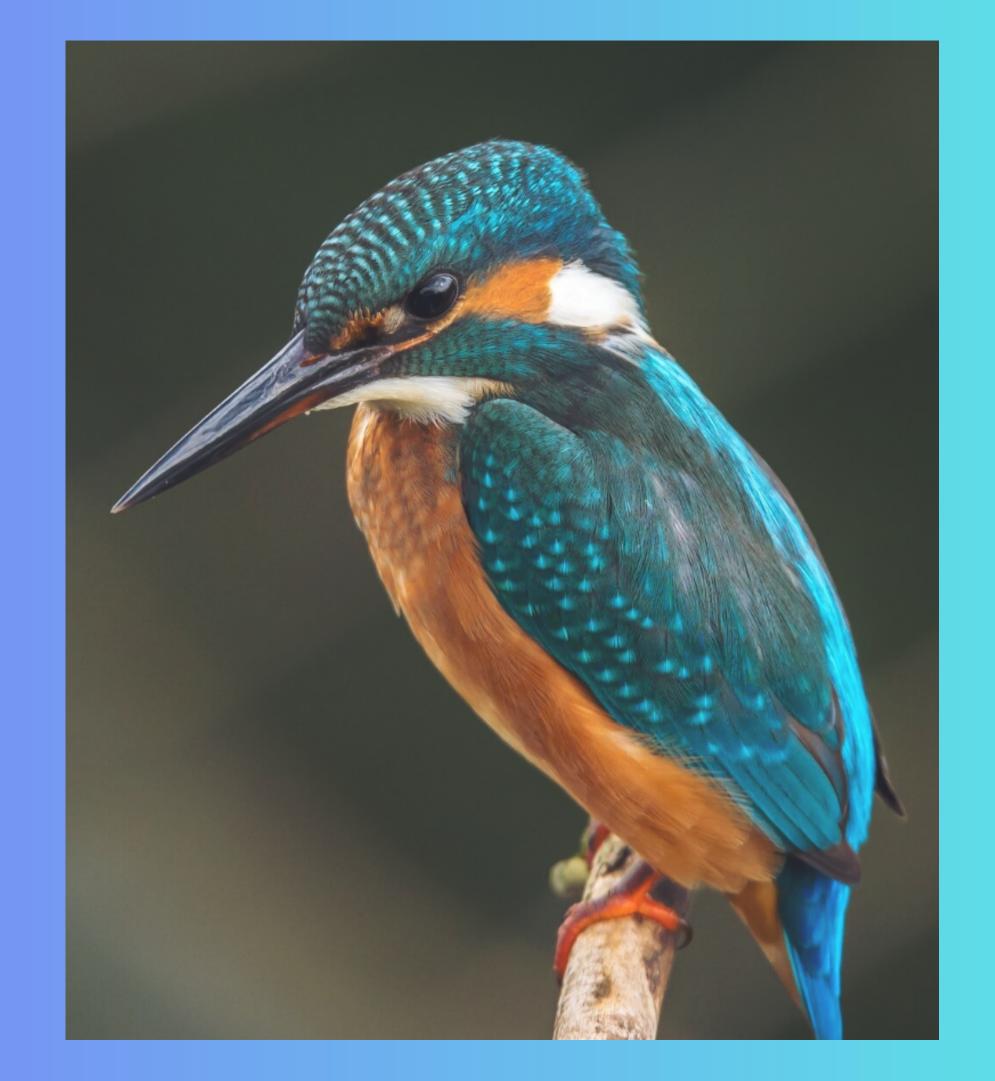


Agustina Echaire
Creative Translator & Copywriter
www.tpechaire.com

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

Motable Perojects

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.

- Audiovisual Content
 Subtitling, dubbing and script
 writing projects
- Web Magic
 Website content creation and translation projects
- Emails & Brochures

 Marketing content creation, transcreation and localization
- Articles & More
 Copywriting and translation of different types of texts
- 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

- 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

- 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

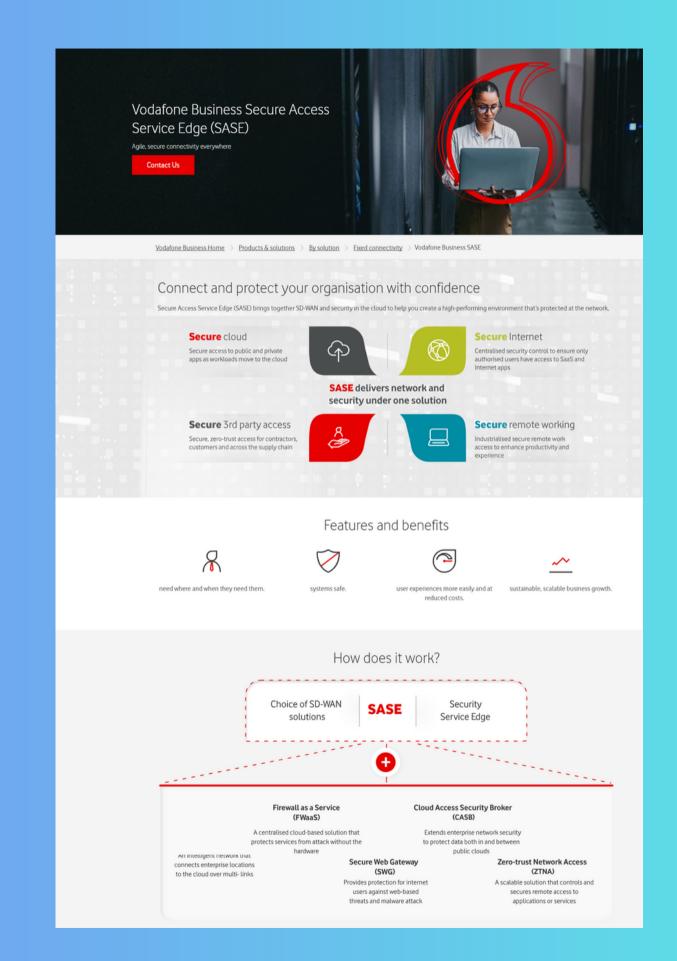
Website link: vodafone.com/business/solutions/sase

Project length: 5 days

Major challenges:

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

- 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



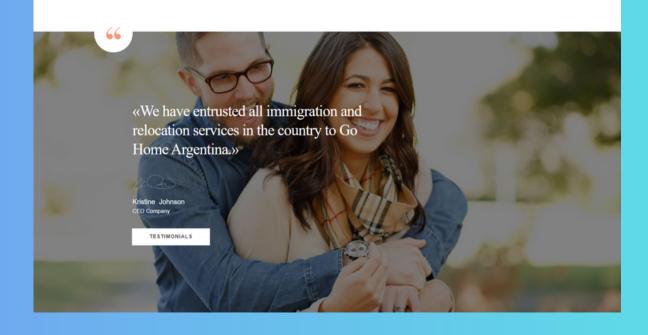
Trust our Services

go and we have been offering comprehensive advising on the Argentine

Our team is permanently at our clients' disposal to deal with all Immigration Policy and all procedures necessary to get legal residence and problems inherent to international moves to Argentina and abroad a work permit for foreigners who need to move to Argentina.

hrough our associates, we also offer services to find a property for

mmigrants and to relocate foreigners (Relocation System), with the aim of making it easier for immigrants to move with their families and



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 awarenessconsideration-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!

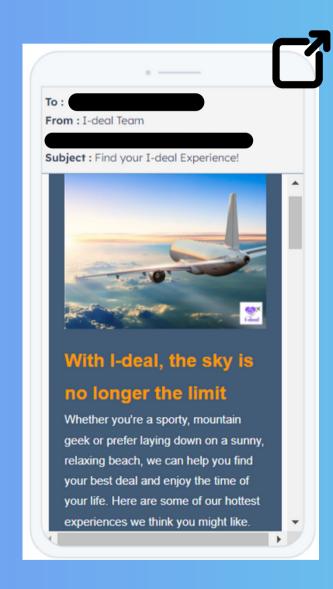
Project length: 1 day

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

















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

- Music & art

Take the test

This is your sign, don't miss your chance! Contact us now to find your I-deal trip by

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





Spanish





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

ratory

The Prison as a Criminological By Edwin H. Sutherland, Py

Professor of Sociology, University of Chicago,

MONG students of criminology it AMONG students of criminos of commonhas atta place that it is necessary to understand the criminal in order to deal successfully with the problem of crime. Dr. shoul William A. White has illustrated this stud tha point by an analogy, as follows: If the Department of Agriculture is called

upon to eliminate some insect pest from the land that is upsetting its agricultural projects by destroying crops, the first thing it does is to make an exceedingly careful and meticulous survey of the life history of the insects that it wants t

Successful methods of dealing the problem of crime are either dental or else are based upon adeq knowledge of the processes by criminality develops. The fail most of the methods of deali criminals is explained by the and obsolete theories of beha which the methods are by provements in the method with criminals are likely to growth of more adequa regarding the criminals y methods are used. This knowledge of

which criminality secured in part by a tion between chan and changes in ot nomena, in part criminals and no to particular part by inte criminals, and

LA CÁRCEL COMO LABORATORIO CRIMINOLÓGICO Sutherland, Edwin H.

Publicado en: RDP 2022-8, 58

Sumario: I. Introducción.— II. Estudio de reclusos.— III. Obstáculos en el estudio de reclusos.— IV. Objetivos de la investigación.— V. El valor de la experimentación.— VI. Métodos de trabajo de laboratorio.— VII. El personal penitenciario como personal de Cita: TR LALEY AR/DOC/1764/2022

En la actualidad, los estudiantes de criminología coinciden en que resulta necesario comprender al delincuente para poder abordar satisfactoriamente el problema de la comprender ai defincuente para poder avordar sansiacioniamente el provienta de la delincuencia. El Dr. William A. White ha ilustrado esta temática con la siguiente analogía: Genncuencia. El Dr. william A. willie na nusulado esta temanica con la signicine analogia. Si se convocase al Ministerio de Agricultura para que ayude a erradicar ciertas plagas de insectos que están afectando los proyectos agrícolas y destruyendo los cultivos, lo primero que haría sería realizar un estudio extremadamente cuidadoso y meticuloso acerca de los antecedentes históricos de la peste que quiere erradicar (1). Los métodos exitosos para el abordaje de la problemática de la delincuencia surgieron de

Los meiodos exitosos para el abordaje de la provientanca de la demicuencia surgicion de forma accidental o están basados en el conocimiento adecuado de los procesos mediante los que se desarrolla la delincuencia. El fracaso de la mayoría de los métodos que estudian al que se desarrolla la demicuencia. El macaso de la mayoria de los melodos que estudian al delincuente encuentra explicación *a priori* en las teorías conductistas, ya obsoletas, en las que se han basado estos métodos. Las mejoras en estos métodos probablemente resulten de que se nan vasado estos metodos. Las mejoras en estos metodos provaviemente resumen en conocimiento más apropiado de los delincuentes sobre los que se implementan tales

El conocimiento de los procesos por los cuales se desarrolla la delincuencia podría garantizarse, en parte, mediante: el estudio de la relación existente entre las variaciones en las tasas de delincuencia y las variaciones o cambios en otros fenómenos de carácter impersonal; la comparación entre delincuentes y no delincuentes respecto de ciertos rasgos y características determinadas y de sus condiciones; el análisis intensivo de los antecedentes penales; y, por último, mediante la observación de los resultados de métodos experimentales de control. En la actualidad, ninguno de estos abordajes ha sido lo experimentales de comitor. En la actuandad, minguno de estos abbridades na sido to sufficientemente exitoso como para justificar la aserción de que no debería utilizarse ningún otro método. Todos estos métodos de estudio deberían proseguir con la esperanza de que

Todos estos métodos, excepto la medición de la tasa de delincuencia con relación a otros fenómenos, pueden llevarse a cabo en cualquier momento del proceso judicial penal. Sin embargo, la cárcel se destaca como un lugar en el que estos métodos pueden implementarse con grandes ventajas. En la cárcel, se puede realizar una investigación sobre los reclusos en un período relativamente extenso. Por lo general, es accesible tener contacto con los reclusos mientras que en otros contextos suele ser imposible llegar a ellos. Los reos,

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

Security challenges and priorities for the financi services industry

<u>Vodafone Business Home</u> > <u>News & insights</u> > <u>White papers</u>









Just like most businesses today, financial services organisations are facing many global challenges, including inflation, recession and increasing interest rates. But the financial sector is particularly dealing with other industry-specific concerns – especially cyber security challenges.

While cyber security attacks keep rising and becoming more sophisticated, customer and employee demands are also constantly changing. Cloud deployment continues growing and other new technologies emerge to help enterprises overcome these challenges. But this also brings new threats. With the world moving so fast, financial firms need to be agile, secure and efficient, and adapt to evolving demands with a user-first approach in mind. They must be prepared for whatever stern/uts/mbaktryns/damig, the exhibite uitsinal policinaes that as a factorization of an interest literature and the second of as the role that technology and converged solutions have to play. And how to make the most out of them to meet customer expectations and business goals without compromising security.



How financial services organisations can build agility and increase resilience against the cyber security storm

Read our eBook and learn how financial services organisations like yours can be better prepared to overcome the security challenges of today

Related solutions



Connected Enterprise >



Vodafone Business Secure Connected Enterprise: bringing together world-leading network connectivity and cyber security solutions to build solid foundations for agile



Vodafone Business SD-WAN

Vodafone Business SD-WAN gives you greater control and confidence in your network reliability. Empowering your people to work and collaborate securely and supporting the unique needs of your local offices, wherever they are in the world.

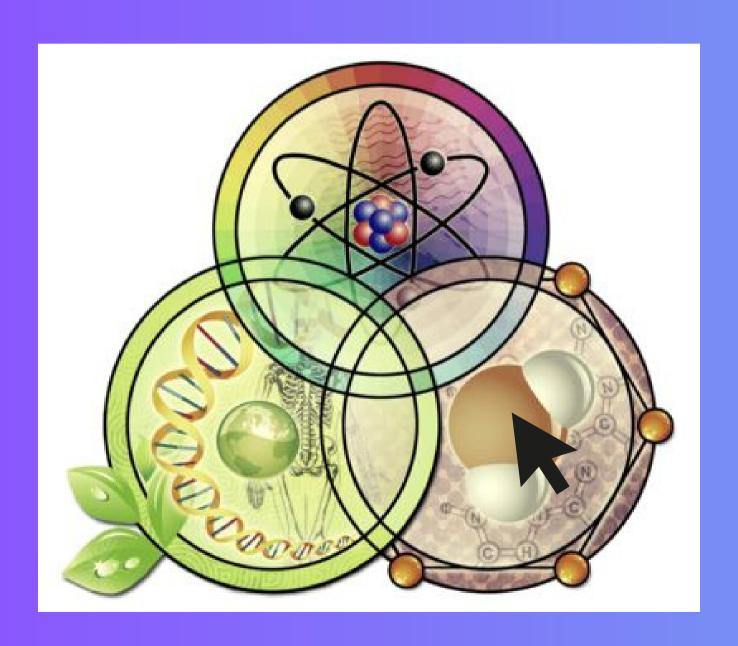


Vodafone Business SASE: agile, secure connectivity everywhere >

The Vodafone Business SASE solution integrates connectivity and security into solution, creating a high-performing nets that's protected at all levels.

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

- 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

- 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.



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