

# SAFAK PINAR YALCIN

## LOCALISATION SPECIALIST

London, UK • [pinar@linguistatranslations.co.uk](mailto:pinar@linguistatranslations.co.uk)

Experienced Turkish native translator with 18 years of experience  
and over 8M words translated since 2004

### TOP SKILLS

Comprehensive Research  
Cultural Intelligence  
CAT Tools  
Intercultural Communication  
Creative Writing

### SERVICES

Translation  
Proofreading  
Editing  
LQA  
Localisation  
Transcreation  
Coding  
Transcription  
Glossary Creation

### LANGUAGES

Turkish  
(Native)  
English  
(Full Professional)  
CEFR Level: C2

### CAT TOOLS

SDL Trados Studio  
Memsources  
XTM  
Smartling  
Lingotek  
SmartCat  
MemoQ  
Amara  
Lilt

### AREAS OF EXPERTISE

<b>Marketing</b>	advertising, website localisation, brand localisation, brochures & catalogues, PR, tech, cosmetics & beauty, retail, food, clothing, social media
<b>Technology &amp; Innovation</b>	UI, API, UX, IT, computers/hardware, software, tech articles, white papers, specs, telecommunications, gaming
<b>Education</b>	corporate training, e-learning for pre-k through grade 12, course books, workbooks, measurement and assessment, HR
<b>Technical</b>	manuals, automotive, transportation, logistics, elevators, engineering, health and safety (OHS), HVAC, energy & oil
<b>Market Research</b>	coding, survey questions & responses, focus group & interview transcriptions
<b>Hospitality</b>	travel, tourism, booking apps, brochures, hotel websites

## MAJOR PROJECTS

### **LQA for Google via Vistatec**

• 2020 - Present

*Tech & Marketing*

*Role: Turkish LQA Reviewer*

Reviewing and auditing content translated by different vendors (Cloud Technology, Help, UI, marketing, etc.); carrying out linguistic QAs of localised pages; providing feedback for and working with vendors to improve quality of translations; helping ensure the client's quality requirements are followed by all vendors; fixing linguistic bugs as required and interacting with translators and other reviewers in linguistic discussions.

Volume: Over 280K words

### **Transcreation for LG via Translata**

• 2020 - Present

*Tech & Marketing*

*Role: Translator*

Localisation of LG ads and online material including product data pages.

Volume: Over 70K words

### **Localisation for Lobster Ink**

• 2019 - 2020

*e-Learning & Hospitality*

*Role: Translator/Reviewer*

Localisation of training video subtitles for hospitality professionals. Creating a vast glossary based on extensive research.

Volume: 170K words (app. 60 courses including assessments)

### **Transcreation for Wix via EasyTranslate**

• 2019

*Tech & Marketing*

*Role: Translator*

Localisation of ADI (Artificial Design Intelligence), which is the first-ever artificial intelligence that designs user websites based on specific data entered.

Volume: Over 100K words

### **Localisation for Saga/Egmont via EasyTranslate**

• 2019

*Literature*

*Role: Translator/Editor*

Localisation of four Children/YA books, seven erotic short stories and two crime novels.

Volume: Around 300K words

### **Localisation for SurveyMonkey via Atlas Translations**

• 2015 - 2019

*Market Research & Surveys*

*Role: Lead Translator*

Localisation of UI, API, Marketing, CMS, Audience, Contribute, Question Bank, Pricing and Web content for SurveyMonkey. My work was subject to regular audits and LQAs, and I received periodical training on various products.

Volume: Around 1M words

### **Localisation for Intel via Atlas Translations**

• 2014 - 2019

*Tech & Marketing*

*Role: Lead Reviewer*

Localisation of all UI, iQ articles, website content, white papers, specs, marketing material, ads and internal documents for Intel. My work was subject to regular third-party audits.

Volume: Around 1M words

### **Translation of Blinding Light by Paul Theroux**

• 2006

*Translation of the novel Blinding Light by Paul Theroux*

The book itself received SAN FRANCISCO CHRONICLE's Best Works of Fiction Award in 2005.

Publishing House: MB Publications

## EXPERIENCE

### **Linguista Language Services Ltd., UK**

• since 2020

*Localisation Specialist/Director, Self-employed*

- Providing English <> Turkish translation and interpreting services
- Handling regular projects on various CAT tools of clients' choice
- Working in coordination with leading international MLVs (multi-language vendors) as well a small and medium-sized businesses
- Areas of expertise: marketing, advertising, cosmetics & beauty, retail, technology & innovation (UI/API/UX), education & e-learning, HR, OHS, websites, gaming, finance, market research and hospitality.
- Donated translation services to Royal College of Anaesthetists and International Federation of Red Cross and Red Crescent Societies via TWB

### **Atlas Translations, Turkey**

• 2016 - 2019

*Localisation Specialist/Project Manager*

- Managing high volume projects for major clients - the sole account manager for a number of clients
- Translating and reviewing content from Nielsen, Ipsos, Sephora, Anastasia Beverly Hills, Fenty Beauty, Cartier, Oleg Cassini, Pantene, ENKA Schools, Intel, SurveyMonkey, GoDaddy, Dolby, OPPO, Peugeot, Citroen, Ammann, Otis, Thyssenkrupp, Allergan, Varian, Zimbra, McKinsey, NCR, PWC, Fritolay, Hotelrunner, Dockers, General Electric, PayPal, etc.

### **Language Connect, Turkey**

• 2013 - 2015

*Project Manager*

- Managing high-volume and complex projects for Key Accounts
- Building a team of linguists/project executives and designing an operations structure to provide around-the-clock translation services
- Training linguists and PEs on workflow and various CAT tools
- Taking full responsibility for Key Accounts and their development
- Winaligning and importing TMs with the help of CAT tools and conducting thorough review and LQA processes
- Implementing ISO-accredited quality control procedures

### **LC Waikiki**

• 2012 - 2012

*Interpreter*

- Providing consecutive interpretation services for buying team
- Travelling with the buying group and participating in all meetings and correspondences
- Attending and moderating focus groups to gauge customer trends

### **Turcas Petrol**

• 2009 - 2012

*Assistant*

- Consecutive Interpretation for board members and international correspondents
- Translating board minutes, letters of attorney, corporate agreements, monthly reports, training material.
- Sole assistant to General Coordinator

### **Credit Suisse Europe Ltd.**

• 2007 - 2009

*Assistant*

- Organizing conferences, roadshows, investor meetings, communication with London hub.
- Sole assistant to Sales, Trade and Research teams.

### **Saylon Translations**

• 2004 - 2007

*Translator*

- Translating and subtitling technical, medical and educational texts in addition to localisation of advertising content.
- Major content owners include Roche, Temsa, Komatsu, Lilly, Alfa Romeo, Jaguar, Volvo, Pfizer, Sanofi, Aventis, Abbott, Pharmasante, GlaxoSmithKline, Farmatek, Ecolab, Bayer, Sanko, Syngenta, etc.

## EDUCATION

- Istanbul University Faculty of Letters** • 1999 - 2004  
English Language & Literature  
*Including 14 translation credits over 6 semesters*
- Istanbul University Faculty of Education** • 2012 - 2013  
Pedagogical Formation (English Teaching)  
*Including theoretical and practical training in Measurement, Assessment and Evaluation*
- IELTS Overall Band Score (Academic): 8.5/9.0** • 2016  
Listening: 9.0, Reading: 8.5, Writing: 8.0, Speaking: 8.0, CEFR Level: C2

## CERTIFICATES & MEMBERSHIPS

- Institute of Translation and Interpreting** • since 2021  
Member (MITI)
- Certified PRO Network** • since 2020  
Certified Translator
- Translators Without Borders** • since 2020  
<https://kato.translatorswb.org/80371/profile/>
- Proz.com Professional Member** • since 2019  
<https://www.proz.com/profile/1723691>

## SOCIAL

Website: <https://linguistatranslations.co.uk/>  
LinkedIn: [www.linkedin.com/in/spinar-yalcin](http://www.linkedin.com/in/spinar-yalcin)  
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