



Helena Wergles

Translator, Localizer, Interpreter & Writer
English/Portuguese

Rio de Janeiro, Brasil

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Skills

Simultaneous Interpreting

Technical & Literary
Translation

Localization

SEO & Marketing Translation

Creative Writing

Copywriting

Subtitling

Market Research Translation

SEO - Search Engine
Optimization

Google Analytics

User Experience Writing (UX)

CAT tools

Zoom (RSI)

Blogs & WordPress

Digital Marketing

Interpersonal skills,
teamwork

Profile

AIIC & APIC Member

Languages:

Portuguese (A - Native), **English** (B - Active, translate to and from), **French** (C - translate from), **German** (written translation only)

Employment History

Conference Interpreter / Simultaneous Translator

January 2010 — Present

- Member of AIIC and APIC (Global and Brazilian main peer-reviewed associations for conference interpreting)
- Available for onsite or online assignments (RSI)
- +1400 days of actual interpreting, serving both agencies and direct clients.
- Available for long-term projects: Supported 4 years of machinery training with KBA and two SAP implementations with GSK and Raízen.
- Linguist with broad experience in various terminologies and industry-specific jargon, including business (general meetings and corporate events), HR, SAP, banknote printing, environment, energy, industrial plants, machinery training, market research, NGOs, religious organizations, beauty industry, diversity and inclusion, healthcare, medicine, pharma, etc.
- Extensive experience as a market research interpreter.
- Volunteer for AIIC Brazil's Social Media (Instagram, Facebook, and Twitter), collaborating with the board in creating and posting content..

Localizer - SEO & Marketing Translation

Since 2019: Localizer for translation agencies and direct clients

2019-2023: Fixed Freelancer – PT-Br Language Specialist – at adidas Runtastic - sporting apps and blog (the company went through a mass layoff and subsequent rebranding).

- Collaborated on websites such as [Notre Dame de Sion](#) and [Hellotickets](#).
- Experience with Emarsys, Jira, WordPress, Contentful, Sprinklr, GoogleDocs, SEO, GoogleAnalytics, Agile Workflow.
- Ability to create creative, concise, and compelling texts in Brazilian Portuguese targeted to specific audiences.

Languages

Portuguese

English

French

German

Spanish

Hobbies

Reading, drawing, sewing, sourdough baking, choirs, and anything arts-related. I enjoy working out and doing yoga.

- 2024: copywriting & creative writing training programs + authorial texts on LI and Substack.

Written translator - Overall Documents & Literary Texts

- Written translation of technical and literary texts, letters, internal communications, PowerPoint presentations, spreadsheets, etc.
- Extensive experience with CAT tools, Office tools, and MTPE, using technology only to the extent that it leverages human potential.
- Subtitling + time coding - .srt, and .sub, - other formats upon request.
- Experience with comprehensive texts and long-term collaborations.

Skills & details

More about me:

- **Translation Tools:** MemoQ 10, Trados 2017, subtitling tools (Subtitle Workshop, SubtitleEdit), RSI platforms (Zoom, Meet), WordPress (posts, links, images, meta descriptions, etc.)
- **Courses:** Copywriting and creative writing workshops in progress.
- **Research Skills:** Avid terminology researcher with knowledge of corpus research.
- **Creative Localizer and Transcreator:** Specialized in marketing, SEO, blogs, websites, applications, UX features, push messages, among others.
- **Communication Skills:** Agile, kind, empathetic, and straightforward.
- **Problem Solving:** Highly skilled in creative problem-solving.
- **AI Enthusiast:** AI as a tool to leverage human potential and constantly update myself.
- **Available to travel outside Rio de Janeiro and abroad?** YES!
- **Authorship Project:** Small authorial project on Substack: substack.com/@chiefcreativeofficer

Education

Graduate degree in Conference Interpreting, Universidade Gama Filho,
January 2012 — January 2014

Bs. and Ms. in Modern Philosophy, Universidade Estadual do Rio de Janeiro (UERJ),

January 2002 — January 2010

Hegel, focusing on his Aesthetics and Philosophy of Nature.

Copywriting & creative writing training

January 2024 — Present

Ongoing training. It has been great to learn and put into practice the marketing and creative writing techniques in detail.