

CHIARA FEDELE

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EDUCATION

01/2016 – 03/2016

Practical Public Relations course

London College of Communication, University of the Arts London England

PR development, drafting a PR plan, definition and selection of stakeholders, selecting PR tactics and creating new platforms, determining the media agenda, creating an effective press release, the study of new media ecosystems

01/2015 – 04/2015

Fashion Marketing course

Central Saint Martins, University of the Arts London, England

Analysis of fashion market and fashion marketing research, identifying fashion segments and selecting target markets, psychology of fashion marketing, press and PR, new media marketing communication, the future of fashion marketing

10/2011 – 10/2012

Master's in Interpreting

London Metropolitan University -- London, England

Conference and simultaneous interpreting, interpreting theory and research for interpreters, entrepreneurial and business skills for freelancers

10/2007 – 10/2010

Bachelor's in Literal and Technical Translation

University of the Salento -- Lecce, Italy

English, German and French, introduction to marketing, technical and literal translation, contemporary history, geography of languages, European law, Italian modern literature, introduction to education methods

09/2009 – 04/2010

Erasmus Programme

University of Saarlandes -- Saarbücken, Germany

Introduction to public speaking, English creative writing, conference interpreting in German and Italian, finance and legal translation

WORK EXPERIENCE

08/2009 – to present

Translation Work

Worldwide

Freelance translation work of marketing, economic, legal texts for a wide range of clients and agencies including: MYKITA (Germany), Globalvoices (Professional Translation & Interpretation Services--Scotland), LingoJam (Language App Germany) Workin'Label (Music label--Italy), L2 Traduzioni (Translation Agency--Italy), Zielbewusst for SeyVillas and MauVillas (Tour Operator--Germany).

07/2009 – to present

Simultaneous/Consecutive Interpreting Work

Worldwide

Simultaneous and consecutive interpreting at international conferences for legal, economic and environmental topics, including at the Caux Conference Centre on "Trust and Integrity in the global economy" (July 2013) and during side events at the Meeting of the G8 Finance Ministers (June-2009)

05/2017 – 05/2019

Translator, Product Manager & B2B Marketing Manager
SeyVillas – Zielbewusst (Tour Operator Seychelles) – Berlin, Germany

Translation of marketing texts and hotel texts for SeyVillas and MauVillas, monthly newsletter B2B, data searching and creating surveys, ideating of B2B campaigns, elaborating new marketing strategies, scheduling meeting with customers on-site and at trade shows, acquiring new collaborations (50 new hotels in 1 year), creating a social project online for development and sustainability of the Seychelles, organising and redefining weddings, rethinking brand identity, renewing rates and marketing discounts, improving and changing of internal processes within a team of 10 people.

08/2017 – to present

Co-Founder, Copywriter and Marketing Manager
AMIKAMATCHA (Matcha tea importer) – Berlin, Germany

Marketing research, opening of the company, ideation of the website, designing of the products, marketing campaign and strategies (Blog, Facebook, Instagram, Pinterest and YouTube), customer acquisition B2B & B2C, training of new employees, organisation of fairs and events, content in Italian and English, newsletters, setting up of online shop, accounting and finance, Amazon and Etsy accounts.

10/2013 – 04/2016

Team Leader After-Sales & Sales Europe
MYKITA LDT (Independent Luxury Eyewear Brand) – Berlin, Germany

Communicating with international customers, promoting the brand at trade shows, presenting three different collections, solving customer problems related to marketing, accounting, order enquiries, advising sales representatives, training new employees, improving processes in after sales team in coordination with after sales management, translating of marketing and technical texts, proofreading of Italian texts.

01/2015 – 05/2016

Translator & Social Media Marketing Manager
Natural Mojo (Independent Superfood Company) – Berlin, Germany

Translating of marketing and technical texts, launching of all social Media platforms (Facebook, Website Naturalmojo.it, Instagram), use of social media marketing tools such as Latergram and Crowdfire, organizing and participating to brainstorming meetings in order to find influencers and to establish Italian audience, organizing and posting ads on a daily basis.

02/2011 – 04/2013

Translator & Event Organizer/Interpreter
Silversea (6 Star Cruise Line) -- Worldwide

Interpreting at events during excursions, organizing and planning cruise activities, coordinating Silversea artists, translating internal communications, organizing parties and dinner tables, teaching language courses and leisure activities

07/2010 – 07/2012

Assistant Language Teacher
University of The Salento -- Lecce, Italy

Assistant English teacher and student advisor for learning foreign languages.

LANGUAGES

English -- full professional proficiency

French -- full professional proficiency

German -- full professional proficiency

Spanish -- intermediate level

Oral and written skills

Excellent oral communication skills gained through simultaneous and conference interpreting training and work, ensure successful organisation and implementation of events, extensive communication with international customers; ability to process information quickly and great attention to detail achieved through the organization of events and translation of technical documents; first rate written communication skills acquired through intense note-taking training; demonstrable research skills achieved through specialized training as interpreter and translator at international universities and in highly demanding working environments like Mykita and Silversea.

Social Skills

Team spirited with a great ability to interact within multicultural environments, gained through work and study experience in a wide range of countries and international environments.

Organizational skills

Proven organizational and time management skills; capacity to multitask acquired through work in high-profile companies and demanding training and work as interpreter and translator.

Computer Skills

Strong command of Microsoft and Mac operating systems and software (Word, Excel, Power Point); good command of graphic design applications (Photoshop, Quark); sound grasp of commercial software (Fidelio, ProAlpha), Google Drive and Supermailer.

Other interests: dance (classically trained), swimming, running, classical and modern literature, writing short stories, yoga and meditation.

Certificates: IELTS 2010, DELF B1, German C1, Excel Training, Pro-Alpha Training (ERP), Complaint Management Training, Highrise (CRM), Smart sheet (CRM), First Aid, Spanish Course (A2), Stress Management Training

References

- SeyVillas and MauVillas: Evelyn Müller (Product Manager, evelyn.mueller@seyvillas.com)
- MYKITA: HR Department, jobs@mykita.com or Ana Fiera (After Sales Manager) contact through <https://www.linkedin.com/in/afiera/>
- AMIKAMATCHA: Anton Pipke (mail@amikamatcha.com)
- Globalvoices: Any of the Product Managers (fatih.demirtas@globalvoices.co.uk or salvatore.guarna@globalvoices.co.uk)

More references are available upon request.

