

Eleftheria Florou
25c Ellerslie Road, Shepherd's Bush, W12 7BN



EDUCATION

October 2005 –
August 2006:
Imperial College,
London

MSc in Scientific, Technical and Medical Translation with Translation Technology

(Localization, Translation Theories, Publishing Skills, Practical Translation, Language Engineering, Translation Technology, Language and Translation, Technical Writing, Digital Publishing, Content Production, Web Design, Computational Linguistics, Terminology, Terminology Management, Academic Writing, Project Management).

September 1999 –
May 2004: Aristotle
University of
Thessaloniki (A.U.TH)

Bachelor's degree in French language and literature, Department of Philosophy

February 2002 – July 2003: Universidad Autónoma de Madrid

- *Erasmus Programme, Exchange Student (bursary from the State Scholarships Foundation – IKY)*

LANGUAGES

Greek: Native

French: Fluent, University degree

English: Fluent, Proficiency of Michigan, I.E.L.T.S. 7.0

Spanish: Fluent, Basico DELE

Italian: Beginner

CONFERENCES & PUBLICATIONS

- Florou, E., (2009) *"Translating Medical texts from English to Greek: Problems and Strategies"* (forthcoming) 2nd Meeting of Greek speaking Translators: Translation Research and Translation Practice in Greece, Thessaloniki, Greece, May 7-9
- Florou, E., (2008) *"Establishing the relationship between Machine Translation, Controlled Languages & Text Alignment Results: Theoretical Framework and Limited Empirical Findings"* presented at the 18th FIT (International Federation of Translators) World Congress, Shanghai, China, August 4-7. (proceedings)

- Florou, E., (2006) "*Controlled languages and Machine Translation*" presented at the 1st Meeting of Young Researchers in Translation Studies, Thessaloniki, Greece, November 1-3 (proceedings)

WORK EXPERIENCE

July 2009 – Present:
Native (part of Hogarth World Wide, London)
<http://www.hogarthww.com/>

Transcreation Manager (Advertising)

- Pfizer Europe Account: responsible for the Greek market
- Brands: Lipitor, Viagra, Inspra, Celebrex, Toviaz, Aricept, Lyrica, Champix
- Content Approval, Quality Assurance
- Transcreation (brochures, slogans, posters, web content, banners, google ads)
- Senior Editor
- Creative writing, Content Localisation
- Finalisation/proofreading of documents before delivering to the client
- Communication with local brand managers
- Collaboration with artwork studio for the creation of the material delivered to the client, QA
- Recruitment of freelance translators, assessment, project management
- Voice selection for TV/radio commercials addressed to the Greek market
- Glossaries compilation/terminology management
- Responsible for issuing POs, setting project timelines
- Other accounts: Wella, Shell, Colgate, Palmolive, Listerine

July 2009 – Present:
University of Portsmouth
<http://www.port.ac.uk/>

Part-time Lecturer MA in Translation Studies (Distance)

- E-learning
- Production of examination papers and projects, marking of examination papers and projects (1st /2nd examiner)
- Supervisor in two (2) students: MA dissertation theses

July 2007 – January 2009: INTRALOT S.A., Athens, Greece
www.intralot.com

Translations Coordinator (Gaming Industry)

- Project management (over 25.000 pages)
- Member of the Market Development dept. responsible for the writing/ submission of proposals worldwide (responses to RFPs/RFIs)
- Translation
- Editing/ proofreading
- Glossaries compilation/ Terminology management
- Interpreting
- Supervision of in-house and external translation teams (from 3 up to 60 translators)
- Responsible for the recruitment of translation agencies/ freelance translators (interviews, translation tests)
- Responsible for the payments of translation agencies and translators
- Bi-weekly reports to the Market Development Director and the

Deputy Director

**January 2007 –
January 2009:
Athens Metropolitan
College, Athens,
Greece**
www.athensmetropolitancollege.gr

Part-time lecturer

- BA in Bilingual Translation, Roehampton University, London, UK
Module: Medical Translation
- MA in Specialised Translation, Roehampton University, London, UK
Module: Specialised & Technical Translation
- Production of examination papers, marking of examination papers (1st examiner)
- Supervisor in eight (8) students: four (4) BA and four (4) MA dissertation theses
- E-learning

**January 2007 – June
2007: Greek Atomic
Energy Commission/
DEMOKRITOS,
Athens, Greece**
www.demokritos.gr

Translator

- Translation of Scientific and Medical Research documents
- Translation of Scientific and Medical informative brochures

**November 2006 –
June 2007: EPPAS
Project (EU, Greek
Ministry of Education
& Aristotle University
of Thessaloniki),
Thessaloniki &
Athens, Greece**
<http://web.ath.cpepas/>

Researcher

- Greek language and immigrants
- Greek language tuition
- Second language acquisition and problems
- Cultural adaptation

**November 2006 –
May 2007: National
Geographic, Athens,
Greece**
www.nationalgeographic.gr

Translator

- *Concise Encyclopedia of Science and Technology 5th edition, MacGraw Hill (2006-2007)*

**June 2006 – June
2007: V& F, Athens,
Greece**
www.vandf.gr

Translator/ Editor

- Website translation
- Editing
- Proofreading

October 2005 –

Translator/ Linguist

- January 2007: Zi Corporation, Canada**
www.zicorp.com
- Creation of a Greek language database for use on mobile phones, software, computers
 - Translation/ Proofreading/ Editing
 - Lexis evaluation
- September 2005 – July 2006: St. Nicolas Greek primary school, London, UK**
- Tutor
- Greek language tuition
 - Greek as Second language
 - Cultural adaptation
- June 2005 – August 2005: American College of Thessaloniki, Thessaloniki, Greece**
<http://www.anatolia.edu.gr/intro.jsp?extLang=LG>
- Tutor
- English language tuition
 - English as Second Language
 - Children and Creativity
 - Introduction to Theater
- June 2004 – September 2004: "ATHENS 2004" Olympic & Paralympic Games, Organising Committee, Athens, Greece**
www.athens2004.com
- Administrative Employee, Correspondence – Protocol dept.
- Translation
 - Interpretation for the national teams
 - Responsible for the daily internal and external correspondence into various languages
- August 2002 – October 2002: Ministry of Interior Affairs, Thessaloniki, Greece**
www.ypes.gr
- Administrative employee
- Information Office employee for the National Elections Programme
 - Customer Service
- October 1999 – March 2003: Kappa Research Company, Thessaloniki, Greece**
www.kapa-research.com
- Researcher – Interviewer
- Responsible for polls (door to door, telephone)
 - Results supervision
- April 2001: HARDIA S.A., Larnaca, Cyprus**
- Interpreter/ Translator
- Interpretation and translation services during the negotiation and sampling procedure into a business trip to Hong Kong, China
- June 2000 – August**
- Administrative employee

**2000: HARDIA S.A.,
Larnaca, Cyprus**

- Customer service

**September 1998 –
May 1999: SITARAS
Driving School,
Thessaloniki, Greece**

Secretary

- Customer Service
- Scheduling the weekly programme
- Responsible for receiving payments

**September 1998 –
present: Freelance
translator: English,
French, Spanish >
Greek**

Freelance Translator for:

Sky Translations (London), **LatinaCorp** (Japan), **V & L Distributions Ltd.** (Greece), **Lanzillotta Translations** (United Kingdom), **Intertranslations** (Greece), **Tri Translations** (India), **Word Web World Translations** (Bulgaria), **TW-Day Translations** (Taiwan), **TransPerfect Translations** (U.S.A.), **Godis** (Netherlands), **Studyhood** (Cyprus), **TransQuotation** (Canada), **Limperis Publications** (Greece), **Open University of Cyprus** (website editing), **Aristotle University of Thessaloniki: Department of Law, V&F** (website translation & editing), **Macedonia Airport** (Thessaloniki, GR), **Samsung, ACEP, National School of Judges** (Thessaloniki, Greece), **Peugeot** (Greece), **Repsol** (Greece), **PhD students** (Universidad Politecnica de Madrid), **"Archaiki"**, **BuySell Real Estate Agency, Nareg School, VK mobile manuals, Mustek DVD player manuals, Computing, Scientific articles, Contracts, Games, Medical texts**

**ADDITIONAL
INFORMATION**

- **Computer skills:** Microsoft Office (Excel, Access, Power Point, Word)
- **Software:** TRADOS, SDLX, DÉJÀ VU, WORDFAST, Framemaker, Dreamweaver, AVI
- **Subtitling:** 30-hours practice on AVI software, ALPHA television (Athens, Greece)
- September 2002: Participation in the International Translation Conference "Translating in the 21st Century: tendencies and perspectives" organised from the Aristotle University of Thessaloniki
- November 2009: Participation in the 9th Portsmouth Translation Conference "The translator as writer" organised from the University of Portsmouth

REFERENCES

Upon request