Areas of work

Representative and/or recent projects only.
For confidentiality reasons, I do not disclose the names of certain customers.

Transcreation, copywriting, editing

- Facebook ads, blog entries, SEO, promotional materials (print and online) for an acclaimed children's books editor
- Copywriting and communication materials + technical descriptions for a local architecture firm
- Marketing + transcreation content for a top IT company
- keywords: SEO translation, high-quality website/digital content, social media campaigns/strategy, blogging.

Culture & art

- Speech by Abraham Rosenvasser about A Historical Critique of Freud (private commission)
- Series of socioeconomic essays (University of Alicante)
- Museum materials, Archaeology and Late Roman Empire (Roman Villa of La Olmeda)
- Museum materials, Prehistory, Phoenician Colonisation, Punic Times, High & Low Roman Empire, Late Antiquity, and Moorish Medieval Times (Archaeological museum of Ibiza)
- Museum materials, Prehistory, Economic and cultural evolution of the Basque society, maritime commerce, fishing (Gipuzkoa Oceanographic Society)
- Original manuscript on architectural ornamentation from Gaudí (Gaudí Centre Reus)
- Works, projects, biography of emerging music composers (private commission)
- Gastronomic menus and recipes (Catalonian restaurants)
- Exhaustive glossary on oenology and winemaking (private commission)
- Tasting notes and technical presentation of wines (local Catalonian winemaker)
- Home meal replacement, organic food (major retail chain in Spain)
- Recipes for gourmet cookery and pastry (pastry chef's boutique)
- Louis CK shows subtitling (private commission)

Tourism

- Welcome to Wales promotional brochures (Mid Wales, Brecon Beacons, Powys counties)
- Hotels and SPA presentation and promotion (private commission + tour operator)
- Information about guest house, hosting & environment (private commission)
- City guides: attractions, shopping, events, museums&galleries (LGBT community magazine)
- Transportation system studies, comparatives and challenges, cultural and historical city presentations (International transport magazine)

Financial & banking

- Corporate code of business conducts and ethics, internal communication (UGS)

Animal health

- QAs on strategic alternatives, internal communication (Pfizer Animal Health)
- Advancing science for equine health (Pfizer Animal Health)
- Diagnostics and IT solutions for animal health (IDDEX Laboratories)
- Marketing brochures about natural pet food products (Canidae + Brit pet food)
- Monoclonal antibody for veterinary use (Zoetis)
- Town Hall meeting transcription and translation (Zoetis)

Training & eLearning

- Teaching solution Samsung smart school user guide, flexible learning environment (Samsung)
- Business courses: anger management, managing diversity, leading and innovation (SkillSoft)
- Technical certification course about forklift handling and security (SkillSoft)
- Tailored professional training courses, on-the-job training (CERPS)
- Imaging and printing sales fundamental courses, internal communication & strategies (HP)
- Web press operators' training workbook (HP)

Human resources information/management systems

- Strategic talent management, skill evaluation questionnaire (Halogen Software)
- Core HR (Organisation Management, Personnel Administration, Employee/ Manager Self-Service), Talent Management (Recruitment, Performance Management, Training & Development, Talent Review, Succession Planning, Carrer Planning), Compensation (Cash Compensation, Benefit Management, Payroll), Workforce Management (Time and Attendance, Absence Management, HR Ticketing, Workforce Analysis) (Meta4)

Sustainable urban development & mobility

- Studies and consideration about sustainable urban mobility + city and country guides (UITP)
- Studies and consideration, communication, reports, etc. about a variety of topics related to the sustainable development of cities and metropolitan areas (Metropolis, World Association of the Major Metropolises)

Weapon counterproliferation

- Technical level course on Physical Security and Stockpile Management of Arms, Ammunition and Explosives (confidential International Defense Threat Reduction agencies)
- Technical level course on Safe storage and disposal of ageing weapons and munitions in the region of South East Europe (SEE) (confidential, International Defense Threat Reduction agencies)
- Terrorism and WMD Proliferation in the Maritime Environment, maritime challenges, port vulnerability assessment, maritime incident management, etc. (confidential)

Information technology and systems

White papers on a variety of IT-related subject domains:

1) Fraud detection, eCommerce, cyber security
- Online commerce, payment and fraud management
- Finding fraud in large and diverse data sets, fraud detection and prevention
- Fraud & risk management, integrated payment system

- Cyber security: survival and success of modern businesses
- GDPR report for SMB about protecting the personal data rights of EU citizen

2) Mobile technologies
- Mobile business development
- Functional testing & mobile test automation (simplifying and accelerating app testing)
- Managed mobility services (business service management principles to speed business operations)
- Defence for mobile applications, examining an ecosystem of risks

3) Big Data
- Big Data analytics for better decision making

4) Storage and servers
- Global Data Centre Energy Strategy (aide-mémoire delivered after a presentation)
- Data center automation, cloud computing

5) Others
- IT services management
- Customer experience management (CEM)
- Customer communications management (CCM)
- SaaS (software as a service) solutions
- Agile Software development, business study

IT marketing campaigns

- Conference about new visual identity and global ad campaign + internal communication
- Global marketing campaign on converged infrastructure, internal communication

IT product documentation (user and admin guides) :

Server management software, blade server systems, server deployment, online administrator help (intelligent provisioning), converged infrastructures (cloud, storage, servers, networking and software), labels & packaging print servers, professional printer server, storage system monitoring and management software, wireless printing solutions for mobile (Android app).

Others:

- Speech recognition software + Medical transcription software
- Audit management software + Reporting and management solution for non-financial performance + Software solutions for sustainability performance management, governance, and risk management

UI localization (software strings):

Server management software, Customer and business interaction tracking system, software strings, Business software modules, Mail server & calendaring server, Health and well-being software solution, Design and Print solutions

IT technical:

Hardware and software troubleshooting tools for professional inkjet printers, Mobile authentication, Gas chromatography devices & oscilloscopes.

Most recent projects

- Integral website contents (English Anywhere)
- Glass tempering ovens advanced user manuals (Glaston)
- Corporate newsletter, Aerospace (AstroNova)
- Microsoft SharePoint [intranet, team sites and content management] training course (Microsoft)
- Article about Gender Equality and Sustainable cities and communities (UN sustainable development goals) within the framework of the European Mobility Week (Metropolis Women)
- SaaS release guide, HRIS (Meta4)
- User guides + software strings for MF printers (Ricoh)
- User guides + marketing content (Siemens solutions, Automative manufacturing)
- Book summaries PDF + MP3 on a variety of subject matters, mainly management techniques and methods (SkillSoft)
- Press article about the disruptive effect of light on sleep
- SKU description + copywriting content (made.com)
- Web rebuild content for a major mobile marketing measurement and analytics
- White paper about the State of Stalkerware (Kaspersky)
- Viscosimeters instruction manuals (Anton Paar)
- Web contents about Execution Management System (Celonis)
- Website, help center articles, email campaign contents, blog/Facebook posts and guides for a major mobile measurement company (adjust.com)
- Web articles for 1stDibs Introspective magazine (Architecture, Art, Design Styles/Trends, Furniture, Interior Design, etc.)
- Marketing content for GoStudent, an online service connecting students with private tutors
- Help center articles for a cryptocurrency exchange platform (Coinbase)

keywords: Marketing and advertising high-quality website content, social media campaigns)