

UKRAINIAN
TRANSLATION
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CONFERENCE



Webinars-2018

**Find Your Customer: How To Be Successful
In The Global Translation Market**

Olga Melnikova
February 08th, 2018

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ГЛАВНАЯ ВИДЕО ПЛЕЙЛИСТЫ КАНАЛЫ ОБСУЖДЕНИЕ О КАНАЛЕ


UTICamp: Official video
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UTIC-2016 event: UTICamp is the first international translation conference held in the open air!

Ukrainian Translation Industry Conference is where talented independent translators, successful managers, bright educators and agile software developers get together to establish valuable connections, have meaningful discussions with peers, learn

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Speaker



- ❖ Olga is a **Localization Project Manager** at Moravia, Inc. (US office) and an **Adjunct Professor** at Middlebury Institute of International Studies at Monterey,
- ❖ She teaches the “**Introduction to CAT Tools**” course.
- ❖ Olga worked as a **freelance translator and interpreter for seven years** before she got an MA degree in Translation and Localization Management.
- ❖ She is an Amateur winner of the LocJAM2 video game translation contest (2015) and a **Pro winner** of [LocJAM3](#) (2016).
- ❖ She also volunteers as an admin of the [frussie.com](#) website and Facebook page (France), and as a localizer for [Future Actually charity fund](#) (Russia).
- ❖ You can find more info about Olga at <https://olgamelnikoff.com/>

Host



Iryna Vizir
UTIC PR Manager

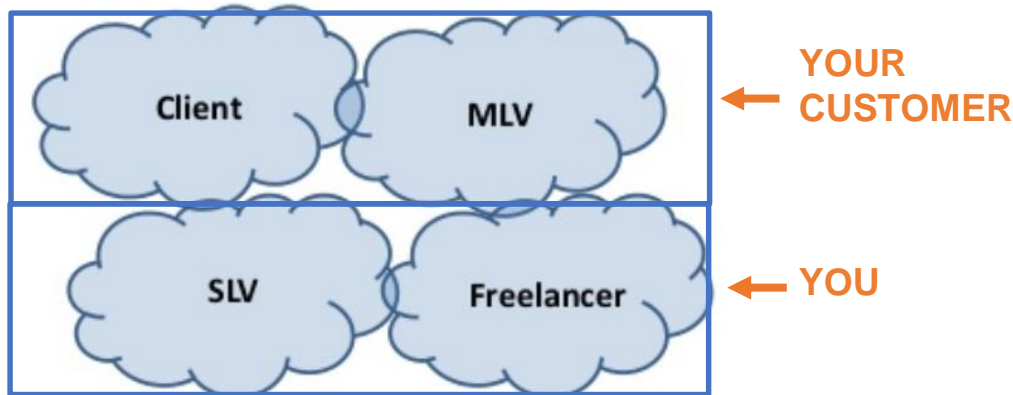
Credits

- Many thanks to Tereza Dyerova, Resource Manager and Business Partner Manager at Moravia, for giving her insights about the topic of this presentation.



Target Audience Of This Presentation

Freelance translators and SLVs (single language vendors, or translation agencies) who want to start working with international customers. In our industry, international customers include MLVs (multiple language vendors), and direct clients.



General Remarks

- Most of the world content is generated in English and needs to be localized into other languages
- The US market / Silicon Valley clients want to go global
- Big Recruitment Paradox



What We Are Going To Talk About



Agenda!

- 1.
- 2.
- 3.
- 4.
- 5.

- Ideal Candidate's Profile (Ingredients for Success)
- Platforms
- No One-Size-Fits-All (specializations and types of source content)
- Agencies vs Freelancers
- Other Considerations

Ideal Candidate's Profile (Ingredients For Success)



1. Excellent target language skills
2. Excellent English skills
(understanding the source correctly)
3. Product knowledge (big clients like Apple, Microsoft, Google)
4. Excellent business communication skills (knowing how to write emails)

Ideal Candidate's Profile (Ingredients For Success)



5. CAT Tools (TMS, CMS; keeping up to date, ready to learn)
6. Reliability (meeting deadlines)
7. Responsiveness (replying as soon as possible)
8. Readiness to take unpaid tests (passing the test and following the instructions)
9. Readiness to spend a lot of time looking for customers

- Identify top 10-20 LSPs (language service providers)
- Register your profile in their databases (example of Moravia: <https://www.moravia.com/en/company/partners/>). Own freelance database is always the first choice for big players.
- Follow them on other platforms:
 - LinkedIn
 - Upwork
 - TranslatorsCafe
 - ProZ



No *One-Size-Fits-All*

- Client's requirements can be very specific (e.g.: loves music, or movies, or fitness; uses certain types of software / apps)
- Fitting the budget
- Most common types of content: apps and websites (IT segment)
- Most common specializations: **UI (user interface), Marketing, Support (Help), legal**
- In-country vs out-of-country



Agencies vs Freelancers: Customer's Perspective

- Choosing between Agencies and Freelancers: pros and cons
- You are an agency: your niche (TEP workflow)
- You are a freelancer: your niche (working as a group; LQA, transcreation, review)



Other Considerations

- Credentials (degrees, certifications)
- Resume (detailed experience)
- Skills (hard and soft)
- Endorsements and Mentions (including clients reviews)
- Keeping names of your clients confidential
- Membership in professional associations, networking



Thank
you



Questions?



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UTIC Webinar-2017. Grammarly Under the Hood

45 views



Ukrainian Translation Industry Conference

Published on Nov 3, 2017

Let's have a look at linguistics from a different point of view. We invite you to discover computational linguistics and take a glimpse under the hood of Grammarly. What magical spells does it use to detect all text errors and free mankind from grammar illiteracy? Who teaches it to find more and more lawbreaker mistakes?

All the secrets and magic will be revealed! We will talk about what NLP is, why and where we need it, and take a peek into the day of a Computational Linguist.

About the speaker:

After graduating from Lviv Polytechnic National University two years ago, Oksana joined Grammarly as a Computational Linguist. At Grammarly, she is working in the area of Natural Language Processing. Her current projects are focused on error correction and stylistics.

Oksana is also passionate about coding. She is one of the organizers of the DjangoGirls workshops that aim to teach women to code in Python.

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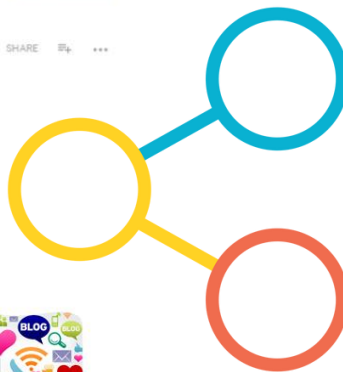
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Next webinar



Audiovisual translation. The Quiet Gamechanger

Aleksey Kozulyaev

**Thursday, February 22nd
16:00 (GMT+2)**

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