

Fernanda Botta

JOURNALIST, TRANSLATOR & REVIEWER

about

I'm a Brazilian journalist, translator and reviewer based in São Paulo. I translate from English and Spanish into Brazilian Portuguese. My areas of expertise are Marketing, Software and Videogame Localization, Audiovisual and Media/Journalism. I have 15 years of experience offering translation, localization, review/proofreading, LQA, transcreation and subtitling services. Within Journalism, I have collaborated with many cultural publications and edited independent projects.

education

FUNDAÇÃO ARMANDO ALVARES PENTEADO (FAAP)

Specialist Degree in Cultural Journalism (2010-2012)

PONTIFÍCIA UNIVERSIDADE CATÓLICA DO RIO GRANDE DO SUL (PUCRS)

Bachelor's Degree in Social Communication - Journalism (2005-2009)

experience

LEAD TRANSLATOR / FREELANCE TRANSLATOR

Side, formerly PTW (2024-present)

- From June to August 2024, I served as **Side's Lead Translator** at the São Paulo office, leading a team of 8 translators in the localization of over 400,000 words for a Triple-A videogame. Aside from translating and reviewing, I was responsible for creating reference materials, including the style guide, providing regular feedback to the team to ensure linguist quality, and discussing terminology and stylistic decisions with the client.
- Since January 2025, I've been collaborating with the company as a **Freelance Translator**, reviewing game localization projects.

LANGUAGE LEAD/ FREELANCE TRANSLATOR

Vistatec (2021-present)

- From January to July 2021, I worked as **Vistatec's Linguist** for the Marketing content of a leading messaging app. From August 2021 to October 2022, I was the **Language Lead** for this account, heading the translation/review team and performing linguistic reviews and QAs of campaigns, research content, and more.
- In September 2021, I took over as the **Language Lead** for the Marketing content of another leading messaging app, performing linguistic QAs and handling style guide and terminology updates.
- From April 2021 to September 2023, I also worked as Vistatec's **Linguist** for the Marketing content of a leading luxury fashion website, translating and reviewing internal and public-facing communications.
- Since March 2025, I've been serving as Vistatec's Language Lead for the marketing content of a leading sports footwear and apparel brand. In this role, I oversee the translation and review team, provide feedback to linguists, align on terminology and style with the client, analyze quality KPIs to support continuous improvement, and contribute directly to production through translation, transcreation and LQA tasks.



contact

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languages

PORTUGUESE (BR) ■■■■■■

ENGLISH ■■■■■■

SPANISH ■■■■■■

expertise

- Marketing localization
- Software localization
- Videogame localization
- Audiovisual
- Media/Journalism

services

- Translation
- Localization
- Review/proofreading
- Transcreation
- Subtitling
- LQA

tools

Adobe Photoshop, Aegisub, Amara, Google Docs, Lingotek, memoQ, Microsoft Office, Phrase, Polyglot, SDL Trados Studio, Smartling, Subtitle Editor, Wordfast, XTM



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experience

ON-SITE LINGUIST / EXTERNAL LINGUIST

Google - Vistatec (2017-present)

- From February 2017 to July 2018, employed by **Vistatec**, I worked as an **On-site Linguist** based in the **Google** office in São Paulo, performing linguistic reviews and QAs of their products.
- From August 2018 to 2020, I continued to work with both companies as an **External Linguist**.
- In December 2025, I rejoined the Google account via Vistatec as an External Linguist, working on review, post-editing, and transcreation tasks.

FREELANCE TRANSLATOR

VICE Media (2014-2017)

- From 2014 to 2017, I worked with **VICE Media**, a global youth media company known for its excellent content in print, video and online, focused on arts, culture, and news topics.
- For VICE, I have translated articles for channels THUMP (exclusively dedicated to electronic music) and NOISEY (dedicated to music in general).

FREELANCE TRANSLATOR

Tempo Filmes (2014)

- For a year, I worked with **Tempo Filmes**, providing translations for dubbing and specializing in reality shows.

FREELANCE SUBTITLER

Deluxe Media Inc. (2011-present)

Visual Data Media Services (2014-2018)

- Since 2011, I've been working with **Deluxe Media Inc.**, and from 2014 to 2018, I worked with **Visual Data Media Services**, two media companies internationally renowned for their work on audiovisual post-production and beyond, translating and reviewing subtitles for movies and TV shows.

OTHER WORKS

- Editorial Coordinator of **A Última Edição**, an independent collection of short stories (2014)
- Editor of the pilot edition of **#PartiuRS**, a travel and tourism magazine (2014)
- Journalism Intern in the culture section of **Jornal do Comércio**, a daily newspaper from Porto Alegre, Brazil, writing notes and articles (2008-2009)
- Collaborator of **Noize**, a music magazine from Porto Alegre, Brazil, writing articles and reviews (2008-2009)

soft skills

- Leadership
- Collaboration
- Dependability
- Time management
- Eye for detail

references

Paula Crivelli

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