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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, Google Workspace, Lingotek, memoQ, Microsoft Office, Phrase, Polyglot, SDL Trados Studio, Smartling, Subtitle Editor, Wordfast, XTM

Fernanda Botta

EN>PT-BR LINGUIST & LANGUAGE LEAD

about

I'm a Brazilian journalist, linguist and language lead based in São Paulo with over 15 years of experience. I translate and review from English and Spanish (LATAM) into Brazilian Portuguese, specializing in Marketing, Software and Videogame Localization, Audiovisual, and Media/Journalism. My services include translation, localization, review/proofreading, LQA, transcreation, subtitling and linguistic team leadership. 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, overseeing a team of 8 translators on a 400k+ word localization project for a AAA game. Alongside translating and reviewing, I created the style guide, provided regular feedback to the team to ensure linguistic quality, and discussed terminology and stylistic decisions with the client.

- Since January 2025, I've been collaborating with Side as a **Freelance Translator and Reviewer** on game localization projects. Most notably, since August 2025, I've been working on Brain Jar Games' viral rhythm beat 'em up, *Dead as Disco*, and in March 2026, I also took on an exciting sci-fi co-op puzzle game.

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.

- From March 2025 to November 2026, I served as Vistatec's **Language Lead**, overseeing marketing localization for a leading sports footwear and apparel brand. I led the linguistic team, aligned style and terminology with the client, tracked quality KPIs for continuous improvement, and contributed directly to production through translation, transcreation, and LQA.



soft skills

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

references

Paula Crivelli
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Fernanda Botta

JOURNALIST, TRANSLATOR & REVIEWER

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 July 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 translated articles for the 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 proofreading 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 at **Noize**, a music magazine from Porto Alegre, Brazil, writing articles and reviews (2008-2009)