

Consuelo Lyonnet

Multicultural Communications, Head of Language and Copy

US Hispanic/GM Marketing & Advertising Content Creation, Linguistic QA & Localization-Translation
Cell. (415) 497-2765 consuelolyonnet@mac.com [LinkedIn](#)

EDUCATION

PONTIFICIA UNIVERSIDAD CATOLICA ARGENTINA SANTA MARIA DE LOS BUENOS AIRES

BA in Linguistics, Translation & Interpreting (Spanish | English)

AMERICAN CONSERVATORY THEATER – San Francisco, CA

Dramatic Arts, On Camera, Voice & Speech Training.

FUNDACION CENTRO DE ESTUDOS BRASILEIROS (FUNCEB)

Proficiency in Portuguese Language

EXPERIENCE (Head of Language and Copy) Miami, FL

2015-present => [Republica Havas](#) Multicultural Advertising Agency (Head of Language and Copy, Senior Creative Bilingual Translator/Copywriter/Copy Editor/Pharma Writer/Linguistic QA for clients Four Seasons Resorts, Baptist Health South Florida, BankUnited, Boehringer Ingelheim, Sanofi, Sedano's Supermarkets, Orchard Supply Hardware, Toyota, Walmart, Dick's Sporting Goods, Universal Orlando Resort, NBC Universal, Google, Nielsen, Smithfield, Freixenet, Segura Viudas Cava, Plasencia Cigars, Azamara Club Cruises, to name a few)

Duties include creating and writing original bilingual content, supervision of all copy & content linguistic quality assurance, translating and copy editing, as well as adapting & localizing GM content to US Hispanic Market for digital and broadcast media including websites, radio, TV, print, social media and PR. Hiring, training & supervision of pool of copywriters, translators and proofreaders.

2012-2015 => Contract work for Multicultural Advertising Agencies, Broadcast & Online Media. Clients include:

- [PayMyTab](#) (Content Developer, Copywriter)
- [Newsela](#) (Spanish Copy Editor, Translator, Bilingual Educational Content & Curriculum Developer)
- The High End Magazine for ATR Miami Real Estate Group (Bilingual Copywriting, Editorial Content)
- Western Union (English and Portuguese Copywriting & Content Development)
- PBS Sprout Children's Network (EN>SP Script Translation & Adaptation of TV series "Clangers")
- [Elesapiens](#) (SP>EN e-learning website content development & video script localization)
- TheCitizenculture.com (Bilingual Content Creator, Editor in Chief)
- Zumba (EN>SP Video Script Translation & Adaptation)
- Machinima Inc. (EN>SP Mexican Translation & Localization of Video Games)
- HBO Latino (Live Interpreting for Award Shows)
- Simultaneous Conference Interpreter | Legal Court Interpreter

2003-present

24/7 INC. / MICROSOFT SPEECH. Alameda, CA

Spanish Voice Over talent for IVR & TTS Application. Copy Editing and Evaluation of Script Accuracy and Adequate Adaptation into Spanish
(Clients include UPS, GAP, Capital One, Target, American Express, Fidelity Investments)

1996-2001

OLEODUCTO TRASANDINO S.A. (YPF-REPSOL) Buenos Aires, Argentina

Linguist / Interpreter, EFL & Spanish Coaching
In-house coaching of top executives & staff

1996-1998

HOTEL DO FRADE & GOLF RESORT Angra dos Reis, Brazil

Multilingual Guest Relations & PR

EXPERIENCE (Broadcast Media, Communications)

2001-2012

STARS THE AGENCY San Francisco, CA

On Camera Bilingual Commercial & Voice Over SAG-AFTRA Actor
Commercials, Industrials, Translator, Dubbing, Localization, Editing.

2003-2007

KRON4- LATIN EYES TV San Francisco, CA

On Camera Bilingual Talent, Reporter. Segment Producer

VOLUNTEER WORK

- Meet The Masters Art Program Facilitator at Broward County Public Schools