

## MOHAMED ANWAR HASSAN

### Senior Arabic Localization Consultant | Legal, Medical & Marketing Translator | AI LQA & MTPE Expert

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#### EXECUTIVE PROFILE

Senior Arabic Localization Consultant and multilingual linguist with 17+ years of experience delivering multilingual language solutions, and language quality services across Arabic, English, and Spanish. Specialized in legal, medical, pharmaceutical, humanitarian, AI, marketing, sports, and audiovisual localization, supporting international Language Service Providers, institutional organizations, and globally recognized brands.

Expertise includes Localization QA (LQA), MTPE, terminology management, glossary development, style guide implementation, and AI-assisted localization, complemented by more than sixteen years of editorial leadership at Agencia EFE.

#### CORE COMPETENCIES

| Localization & Translation | Quality Assurance      | AI & Language Technology |
|----------------------------|------------------------|--------------------------|
| Arabic Localization        | LQA                    | AI Localization          |
| Legal Translation          | MTPE                   | RLHF                     |
| Medical Localization       | Proofreading           | Prompt Evaluation        |
| Transcreation              | Terminology Management | Human-in-the-loop        |
| Website Localization       | Style Guide Management | AI Evaluation            |
| Software & UI Localization |                        | Generative AI            |

#### SELECTED CLIENTS & INDUSTRY EXPERIENCE

- **Legal, Government & Institutional:** International Committee of the Red Cross (ICRC), Spanish, UK and GCC law firms, Government documentation, Human rights organizations, Spanish and GCC universities.
- **Medical, Pharmaceutical & Scientific:** Patient Information Leaflets (PILs), Medical device documentation, Clinical materials, Scientific reports.
- **Fashion, Beauty & Luxury:** Charlotte Tilbury, Dolce & Gabbana Beauty, Zara, Pull & Bear, Massimo Dutti, Mango, Lacoste, Etro.
- **Sports & Audiovisual:** FIFA, Netflix, Disney+.

#### PROFESSIONAL EXPERIENCE

##### Senior Localization Consultant (Freelance)

**Multilingual Translation, Localization & Linguistic QA Services | January 2008 – Present**

Partner with international Language Service Providers (LSPs), institutional organizations, and global brands to deliver multilingual language solutions across legal, medical, humanitarian, AI, fashion, retail, sports, and audiovisual sectors.

Support enterprise language programs requiring expert linguistic review, terminology management, localization quality assurance (LQA), and culturally appropriate Arabic adaptation for GCC and MENA audiences, ensuring consistency, accuracy, and compliance with client-specific standards.

### **Legal Translation & Institutional Localization**

- Trusted by international Language Service Providers to support confidential legal and institutional localization projects involving contracts, corporate agreements, government documentation, litigation materials, and official correspondence across Arabic, English, and Spanish.
- Delivered bidirectional legal translation and localization for Spanish law firms, academic institutions, and public-sector organizations while maintaining strict confidentiality, legal accuracy, and terminological consistency.
- Ensured compliance with client terminology, jurisdiction-specific legal conventions, and multilingual style guides while maintaining consistency and confidentiality across sensitive legal documentation.

### **Medical, Pharmaceutical & Scientific Localization**

- Supported multilingual healthcare and life sciences localization projects involving Patient Information Leaflets (PILs), medical devices, pharmaceutical documentation, clinical materials, and scientific content for Arabic-speaking markets.
- Adapted healthcare applications, medical interfaces, and technical documentation into clear, culturally appropriate Arabic while preserving scientific integrity and regulatory compliance.
- Worked within regulated healthcare localization workflows, applying client-approved terminology, medical style guides, and linguistic quality standards to deliver accurate, compliant, and culturally appropriate Arabic content.

### **Humanitarian & Human Rights Translation**

- Collaborated with humanitarian and institutional organizations, including the International Committee of the Red Cross (ICRC), delivering multilingual translation and localization for humanitarian communication, institutional documentation, and cross-border initiatives.
- Translated investigative reports, advocacy materials, and human-rights documentation from Arabic into English, as well as institutional content into Spanish, while maintaining neutrality, contextual accuracy, and cultural sensitivity.
- Handled confidential multilingual documentation requiring strict adherence to organizational terminology, communication standards, and information confidentiality.

### **Fashion, Beauty & Luxury Localization**

Served as Arabic linguistic consultant for multilingual localization initiatives supporting internationally recognized fashion, beauty, and luxury brands, including Charlotte Tilbury, Dolce & Gabbana Beauty, Zara, Pull & Bear, Massimo Dutti, Mango, Lacoste, and Etro.

- Localized websites, e-commerce platforms, mobile applications, UI content, marketing campaigns, legal policies, and product descriptions while preserving brand voice and customer experience across GCC and MENA markets.
- Performed transcreation of marketing and e-commerce content, adapting brand messaging for Arabic-speaking audiences while preserving tone of voice, commercial intent, and customer engagement.
- Developed and maintained Arabic glossaries, terminology databases, and brand style guides to ensure consistent localization across multiple product lines, digital platforms, and customer touchpoints.
- Performed linguistic review and localization QA to ensure accuracy, fluency, and brand consistency throughout project lifecycles.

## **Sports & Audiovisual Localization**

- Supported multilingual language projects related to FIFA competitions, ensuring consistent application of official football terminology across editorial, digital, and customer-facing content.
- Delivered subtitle translation, subtitle QA, time coding, and Machine Translation Post-Editing (MTPE) for international streaming platforms including Netflix and Disney+, ensuring compliance with technical specifications and audiovisual localization standards.
- Adapted dialogue, humor, and culturally nuanced content into natural Arabic while maintaining audience engagement and linguistic authenticity.

## **AI Localization & Language Technologies**

*Bilingual RLHF Generalist (Arabic & English) | January 2026 – June 2026*

- Evaluated multilingual AI-generated content using RLHF methodologies and structured linguistic assessment frameworks to improve translation quality, factual accuracy, and cultural appropriateness across Arabic and English.
- Produced structured linguistic feedback that supported the continuous improvement of generative AI systems through human-in-the-loop evaluation, prompt analysis, multilingual quality assessment, and instruction adherence review.
- Identified terminology inconsistencies, linguistic errors, and cultural nuances to enhance the overall performance and reliability of large language models.

## **Senior Arabic Editor & Language Quality Specialist**

*Spanish News Agency (Agencia EFE) | Cairo, Egypt | July 2009 – April 2026*

Served as a senior multilingual linguist responsible for translation, editorial review, language quality, and multilingual content adaptation across Arabic, English, and Spanish for regional and international audiences.

Combined editorial leadership with language quality management to establish terminology consistency, maintain editorial standards, and ensure high-quality multilingual publishing across fast-paced production environments.

- Led multilingual translation and editorial review of complex content from Spanish and English into Arabic, maintaining exceptional linguistic quality across politics, economics, science, sports, and institutional communications.
- Functioned as the final linguistic quality gate before publication, performing localization QA (LQA), proofreading, terminology validation, and editorial compliance in accordance with established style guides.
- Established and maintained consistent Arabic terminology across multidisciplinary content through terminology governance, linguistic review, and editorial standardization.
- Coordinated multilingual editorial workflows across translators, editors, journalists, and multimedia teams, ensuring consistent language quality and on-time delivery under demanding publication schedules.
- Reviewed AI-assisted translations and automated language outputs, applying expert linguistic judgment to improve fluency, contextual accuracy, terminology consistency, and cultural relevance prior to publication.
- Supported multimedia localization through subtitle translation, voice-over adaptation, script localization, and audiovisual content review.
- Contributed to the multilingual coverage of major international sporting events, including the FIFA World Cup Qatar 2022 and the FIFA Club World Cup Saudi Arabia 2023, delivering high-quality Arabic content under strict publication timelines.

**TECHNICAL SKILLS**

- **CAT Tools & Platforms:** Phrase (Memsource), SDL Trados Studio, MemoQ, Smartling, XTRF.
- **QA & Language Quality:** Xbench, Terminology Management, Translation Memory Systems, Style Guide Compliance, LQA.
- **AI Technologies:** RLHF Evaluation Platforms, Prompt Evaluation, AI Annotation.
- **Multimedia Tools:** Subtitle Edit, Aegisub, Deluxe, Adobe Premiere Pro, CapCut, Adobe Illustrator.

**EDUCATION:**

**Bachelor of Arts in Spanish & English Philology**

Faculty of Al-Alsun (Faculty of Languages), Ain Shams University | Graduated: 2008

**PROFESSIONAL DEVELOPMENT & MEMBERSHIPS**

- Professional Memberships: ProZ.com Professional Member, Arabic Localization Professional.

**Languages:**

| Language | Proficiency                        |
|----------|------------------------------------|
| Arabic   | Native                             |
| English  | Full Professional Proficiency (C1) |
| Spanish  | Full Professional Proficiency (C1) |