# SEBASTIÁN ALEXIS CORTÉS SEPÚLVEDA

**CREATIVE LOCALIZATION & COPYWRITING | VIDEO GAMES | STREAMING | iGAMING | TRAVEL**

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Location: Santiago, Chile | Languages: Spanish: Native | English: Professional Proficiency

## PROFESSIONAL PROFILE

English-Spanish audiovisual localization specialist and copywriter with 6+ years of professional experience across video games, streaming, marketing, iGaming, travel, and digital platforms. Skilled in creative localization, copywriting, AI post-editing (AIPE), machine translation post-editing (MTPE), transcreation, subtitling, SDH, audio description writing, and dubbing and voice-over script review, with a strong focus on natural dialogue, cultural adaptation, timing, and audience engagement.

## CORE COMPETENCIES

Creative localization | Copywriting | AI Post-Editing (AIPE) | Machine Translation Post-Editing (MTPE) | Video game localization | Subtitling and SDH | Audio description writing | Dubbing and voice-over review | Transcreation | Linguistic QA

## PROFESSIONAL EXPERIENCE

### FREELANCE ENGLISH TO SPANISH TRANSLATOR

6+ years of professional experience

#### VIDEO GAMES

- Localized UI, quests, tutorials, items, events, dialogue, and player-facing content, helping create a clear and cohesive experience for Latin American players.
- Reviewed terminology, character voice, cultural references, placeholders, and interface constraints to preserve consistency across large content sets.
- Performed QA and cultural review for trivia, characters, promotional events, and in-game dialogue, identifying issues before release.

#### AUDIOVISUAL LOCALIZATION

- Created and reviewed subtitles and SDH for streaming content, balancing accuracy, readability, segmentation, timing, and natural Spanish.
- Post-edited dubbing, voice-over, and in-game dialogue scripts, improving fluency, tone, pronunciation guidance, and performance readiness.
- Wrote audio description and supported AI voice generation and QC, checking pacing, placement, pronunciation, continuity, and alignment with on-screen action.

#### COPYWRITING, MARKETING & DIGITAL CONTENT

- Wrote, localized, and transcreated website copy, landing pages, product descriptions, articles, e-commerce, iGaming, sportsbook, and promotional content.
- Developed and adapted brand voice, headlines, and calls to action for Latin American audiences, supporting engagement and conversion goals without making content sound translated.

#### TRAVEL & TOURISM

- Wrote and localized hotel and accommodation descriptions, room types, amenities, destination information, booking policies, and promotional copy for customer-facing travel platforms.
- Reviewed AI/MT output and improved terminology, tone, cultural relevance, and consistency across expanding product content.

#### ADDITIONAL SECTOR EXPERIENCE

- Also experienced in finance, healthcare, legal, and education content, bringing strong research and terminology discipline to creative projects.

## QUALITY AND WORKFLOW CONTRIBUTION

- Protected narrative intent and brand voice while adapting humor, emotion, cultural references, and user-facing language for Latin American audiences.
- Applied style guides, glossaries, QA checks, and client feedback to maintain continuity across episodes, game updates, and recurring content batches.

## SELECTED PROJECTS

Video games: Mars First Logistics, shapez | Apps: ifland | Websites, iGaming and digital brands: Jungle Works, Novibet, JackpotCity

## TOOLS

Subtitle Edit | Aegisub | Ooona | memoQ and Trados 2021 (own licenses) | Phrase | Crowdin | Smartcat | Label Studio | Xbench | Microsoft Office

## EDUCATION AND PROFESSIONAL TRAINING

Diploma in Audiovisual Translation - UTN FRRe, 2021 | English-Spanish Translator - IPCHN, 2018
Marketing Transcreation - Traduversia, 2022 | Website Localization - Traduversia, 2022