

Marco Giusfredi

Multimedia & AI Localization Specialist

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[LinkedIn Profile](#) | [Smartcat Profile](#)

Professional Summary

Localization Specialist with 5+ years of experience adapting digital content for the Italian market, with native fluency in Russian and a primary focus on English translation. Proven expertise in localizing complex domains including FinTech/Crypto, E-Learning, Medical Marketing, and E-Commerce, having translated and post-edited over 2 million words for B2B clients. Currently managing AI-driven video workflows and internal AI engine training, delivering 15+ adapted video assets weekly. Skilled in a full suite of CAT tools and agile project coordination.

Technical Skills

- **Linguistic Services:** Software & Web Localization (L10n), Machine Translation Post-Editing (MTPE), Quality Assurance (QA/QC), Proofreading, Terminology Management.
- **Multimedia & AI Tools:** Video Editing, AI Voice Synthesis, Subtitling, Audio Cleanup, Time-code Synchronization (CapCut, ElevenLabs).
- **CAT & Project Tools:** Trados Studio, MemoQ, Phrase, Smartcat, Memsource, Jira, DesignGo, MS Office.

Work Experience

Multimedia Translator & Video Editor | NKS

June 2026 – Present

- Lead the end-to-end localization workflow for high-energy multimedia and sports content (MMA, boxing, entertainment), delivering **15+ fully adapted short-form videos** weekly for Italian audiences.
- Utilize CapCut and ElevenLabs to perform video editing, AI voice synthesis, audio cleanup, and subtitle synchronization under tight deadlines.
- Translate and adapt English video scripts and on-screen text, maintaining brand voice and cultural nuance for the target market.

Lead Translator & Workflow Coordinator | LuckyGroup

July 2023 – February 2026

- Translated and post-edited **over 2 million words** of high-value Medical Marketing, Nutraceuticals, and E-Commerce content, focusing on complex promotional and technical texts for specialized supplements and preparations.
- Achieved elite turnaround times, personally reviewing and post-editing up to 6 landing pages per day with an average translation speed of 3,000 words per hour.
- Coordinated a remote team of translators through Jira, managing daily task assignments, setting milestones, and ensuring 100% on-time delivery for concurrent international projects.
- Built and curated the internal medical and marketing term base (TB), significantly streamlining the QA/QC workflow and reducing project rework.

Freelance Translator & Localization Specialist | Self-Employed

May 2021 – Present

- *Deliver high-tier translation, localization, and MTPE services for global B2B clients, maintaining a top-rated 5-star profile on Smartcat.*

- *FinTech & Crypto: Localized technical articles, press releases, whitepapers, and community assets on blockchain technology and tokenomics from Russian into Italian (e.g., ULTIMA).*
- *Game Localization: Adapted UI/UX text, in-game dialogue, and character lore, preserving creative tone, humor, and player engagement (e.g., GT Agency).*
- *E-Learning & Corporate: Translated comprehensive educational programs and coursework (e.g., Lectera), as well as sensitive corporate contracts, NDAs, and official documentation (e.g., TransLink, Aurora).*

Additional Experience

- **Italian Language Teacher** | Private & Reward School (November 2018 – October 2019) – Designed pedagogical frameworks and taught Italian to foreign students.

Languages

Italian: Native

Russian: Bilingual Proficiency

English: Professional Working Proficiency

Japanese: Beginner

Education & Certifications

Professional Course for Teaching Italian to Foreigners | CFI

High School Diploma in Maritime Studies | ITI Galilei Nautico Artiglio