

# JAIIME ARRIBAS

JAIIME@COPON.INFO  
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## EDUCATION

### DITIGAL MARKETING MASTERS DEGREE | ISDI

2015-2016 (650 hours)

MacKinsey program in conjunction with  
Escuela de Organización Industrial.

### FINE ARTS | UCLM

2005-2010

Student exchanges in:  
Universitat de Barcelona  
Lapin Yliopisto (Rovaniemi, Finlandia)  
UNICAMP (Campinas, Brasil)

## LANGUAGES

Spanish (native)  
English (bilingual)  
Catalan (bilingual)  
Portuguese (fluent)  
Italian (fluent)  
French (intermediate)  
Finnish (elementary)

## TOOLS

### Social Media:

Hootsuite | Buffer | Crowdfire

### Imagen / video / audio editing:

Photoshop | Final Cut Pro | Ableton

CRM: Wordpress | Drupal

SEO: Semrush | Ahrefs

Translation: Trados

PORTFOLIO [copon.info](http://copon.info)

LINKEDIN [/jaimearribasleal](https://www.linkedin.com/in/jaimearribasleal)

TWITTER [@jaimecopon](https://twitter.com/jaimecopon)

## COPY / TRANSLATOR / TRANSCREATOR

Hi! I'm a Spanish copywriter and translator with nearly 5 years of freelance experience and more than 600 pieces of content delivered.

As an Arts graduate with postgraduate studies in Digital Marketing, I produce SEO-friendly, creative texts, adapting them to company objectives.

In my work as a translator/transcreator, I deliver high-quality translations, ensuring they're culturally appropriate for Spanish-speaking audiences.

## WORK EXPERIENCE

### TRANSLATION / TRANSCREATION

- Transcreation work for Henkel (Loctite and Pattex), localizing US content for their Spanish website. Agency: ContentFleet, Germany.
- English to Spanish subtitles localization for Netflix, BBC, Disney+, Sony and others. Company: ZOO Digital, California.
- Transcreation work deciding Spanish names for products (N26 banking).
- Localization and copywriting for Photoslurp and YEGO, including website, blog posts, whitepapers, press releases and more.

### COPYWRITING

- Blog posts (Monapart, YEGO, Photoslurp).
- Creative copy for Monapart's website, newsletters and social media.
- Blog posts and articles featured in national (Spain) and local (Barcelona) media, including publications such as VICE and Time Out.
- Currently setting up my own opera blog, launching in late 2020.

### BRANDED CONTENT

- Branded articles featured in most of the major Spanish online newspapers and magazines.
- Brands include Nespresso, Armani, L'Oréal, American Express, Bankinter, Mercedes-Benz, Alfa-Romeo, Hyundai, Nestlé, and many other Spanish and internationally renowned brands.

### OTHER PROJECTS

- Technical writing (WorldSensing).
- Content Analyst (UENI).
- Creative writing.
- Proofreading and QC.
- Ghost writing.

## SKILLS

### PROFESSIONAL

Copywriting  
SEO  
Languages and translation  
Advertising  
Social media strategy  
Photo, video and audio editing

### PERSONAL

Creativity  
Quick turnaround  
Problem-solving  
Resourceful  
Positive attitude  
Transparent communication