

## El-Mehdi Adlany

AR/EN/FR Translator, Copywriter and Transcreator

**Specialization:** Technical Translation (Energy, automotive, ICT), marketing and transcreation.

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**On Twitter:** @mehditranslates

## Profile

- Trilingual Translator (English, Arabic and French) specialized in technical, business and marketing translation.
- Copywriter, proofreader and reviser.
- Transcreation and Cultural Adaptation
- English for Specific Purposes teacher/ Interested in engineering, ICT and automotive!

## Key achievements

- Currently at **Carma**: Head of Translation Department
- Content Strategy manager
- **Four years** of quality experience
- Average turnaround: daily **2,500-3,000 words**
- Translation of many Visa International websites/ Renewable energy and Sustainability Tenders
- Stakeholder in high-profile translation projects in Morocco with VISA International, Ericsson, UPS, Samsung, Huawei and Ford Motor Company.
- Cultural Adaptation for multinationals based in Morocco
- Leading translator international tenders and highly technical reports in Morocco

## Specialization

- Technical Translation (Energy Engineering, Automotive, and ICT)
- **Marketing**/Advertising translation (English/French/Arabic)

## Key Projects/ Clients

- Translation of VISA websites
- Dozens of pharmaceutical, automotive and aircraft patents

- Translation of Mawazine Festival Website and PR Documents
- Lead translator for Solar Project Noor (Tender and Technical specifications: 8-month project)
- Limited Edition art book and other marketing materials for Arabian Wings (into Arabic and English)
- Ford Motor Company
- Starbucks
- Saham Insurance Company
- UPS
- Philip Morris International
- Ericsson
- Samsung Electronics

## Professional Experience

- **April 2014 to present** : **Head of translation department and copywriter at Carma, Morocco.**
- **September to April 2014** : **ESP Teacher at FST Mohammedia (Energy Engineering)**
- July to present 2014 : Arabian Wings as a translator and copywriter
- February-May 2013 : In-house translator at Passerelles Traductions
- December 2012-May 2013 : Intern at Youssef El-Moumni's translation Office
- August 2012-November 2012 : Freelancing with BUG2000, Dr. Adil KOUAS

## Tools of Trade

- Basic HTML5/CSS skills
- SDL Trados 2015
- Adobe Suite

## Education

- **June 2012:** **Master Degree in translation/ King Fahd School of Translation**
- June 2010: BA Degree in English Studies, University of Chouaib Doukkali
- June 2007: Baccalaureate in Experimental Sciences, Omar Bnou Abdelaziz High School