



---

# PEDRO DÍAZ

anipse.com | +1 832 490 0428 | [diazsaenzdes@gmail.com](mailto:diazsaenzdes@gmail.com)

---

## Transcreation & Localization Professional since 2008

English to Spanish | Spanish to English

**Markets:** Latin America, United States, Mexico

### Bilingual Copywriter, Transcreation and Localization Lead (In house)

#### National Football League (NFL) – 2017 – 2019

- Led naming projects for initiatives like *Inspire Change* and Pro Bowl events like *Gridiron Gauntlet*
- Crafted and translated original press releases
- Created all the texts for the *NFL Experience* in Times Square, called the most interactive and extensive football experience in the world
- Creative content of presentations, briefs and decks

### Copywriter (In house)

#### Circus Marketing – 2012

- Copywriting for brands like Unilever, Magnum, BMW, KTM and more
- Writer of presentations for pitches and clients

### Translator, Copywriter and Editor (Freelance)

#### The Cincinnati Art Museum – 2020

- Translation of all the descriptions of the pieces in the exhibition *Treasures of the Spanish World*
- Marketing materials

#### Craft WW – 2015 – Present

- Voice direction for talent while recording live for the new *X-Box One* console and the launch of *Gears of War*. Also did final QC of the script
- Supervision of voice recording for *Oreo*
- Misc. transcreation, edit and QC for: 3M, L'Oréal, Nestlé and more

**Hogarth US & UK – 2014–Present**

- In 2015 I led the QA and QC for the launch of the localized version of iTunes Music for the LatAm and Mexican markets. I was also involved in the writing of some playlists as well as the creation of a glossary
- Transcreation, QC and QA asset for Rolex since 2014
- Created and edited a glossary for HSBC
- Misc. transcreation, edit and QC for: British American Tobacco Tudor, Mattel and more

**VSI International – 2019–Present**

- Misc. transcreation, edit and QC for: Patek Philippe, *The Grand Tour*, Playmobil and more

**Trace Sport Stars – 2014–2021**

- Localization lead for the TRACE Sport Stars channel account
- Localization of advertising materials for Red Bull

**IOP Publishing – 2012–Present**

- Marketing materials, articles and the catalogue of journals for the editorial arm of the Institute of Physics: IOP Publishing
- Translation of the website IOP Lationamerica <https://latinoamerica.ioppublishing.org/>
- IOP specializes in academic journals. Their focus is on scientific publications that range from physics to medical sciences and bioengineering

**Movie Review Intelligence – 2012**

- Compiled and edited movie reviews from over 50 publications in the United States, England and Spain
- Analyzed and summarized the movie reviews (written in English) and compiled this information to include on the website <http://moviereviewintelligence.com/>

**The Internet Advertising Bureau – 2011**

- Hired for a rush job and finished it after 12 hours of non-stop work, over 3,000 words
- Text was highly technical, as it was a research study on on-line marketing

**Straker Translations – 2010**

- Collaborated on the localization (Colombian Spanish) of content for Sun Life Financial
- Efficiency granted me a position as Lead Translator for the Sun Life Account

**Design Success – 2010**

- Market research and bilingual copywriting and editing for the 'Polaris Project', which was presented at Pepsico for Sabritas
- Our findings were presented in English, but the content was created in Spanish, as we were researching the Mexican market.
- Promoted to lead the editing and copywriting part of the project -in both Spanish and English and selected to join the team that presented our research at Sabritas headquarters
- Contract was extended twice to prepare new projects for a total duration of three months

**Pig Business – 2010**

- Translated a third of the British documentary, Pig Business, which is about responsible pig farming
- Have rolling credits on the version presented in Latin America and on IMDB

### **Epic Point – 2008**

- Hired as an independent contractor to translate the website of one of the Mexican accounts at this advertising agency
- Advised on improvement of the input interface of the website:  
<http://www.costabajaresort.com/home.php>

### **Translation & Voice Talent**

#### **NFL – 2018 – 2019**

- Recorded the game breaks for the 2019 season
- Directed voice over talent for the opening video of the 2019 Draft

#### **The Finer Point – 2012**

- Project focus was an audio-guided tour of the architecture in Chicago. Voice samples available
- Involved translating the content from Spanish to English and then narrating it in order to produce a downloadable mobile phone application tour
- My client was Shoreline Tours, through Finer Point Translations

### **Translation & Subtitling**

#### **Balika Vadhu – 2011**

- Translated five episodes of the famous Indian soap opera Balika Vadhu
- Responsible for keeping the time records and matching them with the Spanish version
- Localization project targeting the Latin-American market with a total of 7,000 words translated

### **Interpretation**

#### *“A Career in Dance and Cinema” – 2011*

- Invited by Louis Venosta to perform the live consecutive interpretation of his conference

## **Additional In-House Copywriting, Research & Communications Experience**

### **Mediator (SAWP)**

#### **Consulate General of Mexico – 2008**

Vancouver, Canada

I was in charge of the mediation department for the Seasonal Agricultural Worker’s Program (SAWP). My job was to intercede and resolve any issues or problems or disagreements between our workers and their employers. I was also in charge of developing and editing communication strategies for all of the areas within the program.

### **Research Assistant**

#### **School for the Contemporary Arts (SFU) – 2007**

Vancouver,

Canada

In this role, I reported to Dr. Denise Oleksijczuk over the course of a year, however, it was a self-supervised job that required a self-starting individual. I was responsible for providing and organizing material for research and lectures – art history and theory. Thus I learned Photoshop (to a very basic level), and searched for articles whose sources range from databases to libraries outside Canada.

## **Education**

### **Bachelor of Arts, Philosophy**

Simon Fraser University, Department of Philosophy

2008

Vancouver, Canada

### **Diploma, Psychology of Art**

2004

Universidad Nacional Autónoma de México, Psychology Department

Mexico City, Mexico

**Bachelor of Science, Mathematics**

Universidad Nacional Autónoma de México, Science Faculty  
Mexico

2001-2003

Mexico City,

**Diploma, Biomathematics**

Centro de Investigación en Matemáticas (CIMAT)

2002

Guanajuato, Mexico

**Publications and Awards**

- Book of short stories, "**Claroscuro**," published in May 2017
- In 2008 *Hyperbolic Geometry* is reprinted in the seventh Volume (*Talking Science*) of a compilation encompassing the best essays in the publication of the magazine *Algarabía*.
- 2007 SFU Undergraduate Service Award in Contemporary Arts.
- In 2005 I entered a contest for 'open-themed essays' for a magazine (*Algarabía*) from the Ibero-American University (UIA). My article on *Hyperbolic Geometry* won third place and got published in 20<sup>th</sup> number of that year.