Margaux Oyelowo-Brandt

Localization Specialist

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SUMMARY

Localization specialist with 6 years managing product and marketing localization in up to 24 languages. Runs a continuous localization workflow in Phrase that ships app strings to all locales within 48 hours of release freeze, and cut translation cost per word by 22% through translation memory and vendor consolidation. Native French speaker, fluent in Spanish.

EXPERIENCE

Localization Specialist — Wavelet Fitness Apps

San Francisco, CA · Apr 2022 – Present

- Manage localization of iOS, Android and web apps into 24 languages, about 1.4 million words a year, with strings shipped to all locales within 48 hours of release freeze.
- Connected Phrase to GitHub so new strings flow to translators automatically, cutting manual file handling by about 10 hours a week.
- Cut cost per word by 22% by consolidating from 7 vendors to 3 and raising translation memory leverage from 35% to 58%.
- Built a linguistic QA program with in-market reviewers that lowered app store reviews mentioning bad translations from 40 a quarter to 6.

Localization Project Coordinator — Polyglot Bridge Language Services

Oakland, CA · Jul 2019 – Mar 2022

- Coordinated 300+ translation projects a year for 15 software and e-commerce clients across 30 languages.
- Kept on-time delivery at 97% by building a capacity calendar for 120 freelance linguists.
- Set up QA checks in Xbench and memoQ that cut client-reported errors by 45% over 18 months.

SKILLS

Localization tools: Phrase, Smartling, memoQ, Trados Studio, Xbench, Lokalise

Process: Continuous localization, translation memory, termbases, style guides, LQA scoring

Technical: JSON, XLIFF, YAML, ICU message format, Git basics, Figma

Languages: French (native), English (fluent), Spanish (professional)

CERTIFICATIONS

Localization Project Management Certificate, The Localization Institute

EDUCATION

M.A. Translation and Localization Management, Middlebury Institute of International Studies, 2019

B.A. Applied Languages, Université de Lyon, 2017

Fictional example by FindAJobAI: the person, employers and numbers are invented.