Ariane Lesnyak
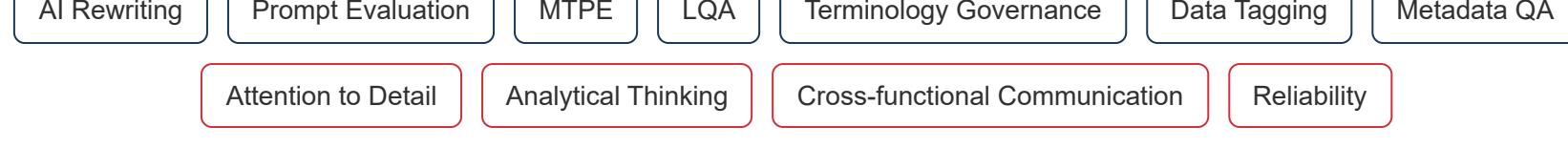
e-mail   phone   linkedin   portfolio

Professional Summary

Brazilian Portuguese linguistic specialist with 10+ years in rewriting, AI prompt improvement, MTPE, LQA, metadata QA, and content humanization. Experienced in high-volume workflows for major streaming platforms and global tech clients. Skilled in transforming AI-generated outputs into natural, clear, culturally relevant Brazilian Portuguese. Strong background in terminology governance, data tagging, UX content quality, and multilingual content operations.

Core Skills

AI Rewriting   Prompt Evaluation   MTPE   LQA   Terminology Governance   Data Tagging   Metadata QA

Attention to Detail   Analytical Thinking   Cross-functional Communication   Reliability

Tools & Platforms

CMS: Salesforce, HubSpot, Sitecore, WordPress

CAT Tools: memoQ, Smartcat, XTM

Cloud Systems: Internal streaming platforms (NDA), AWS-based tools

AI/MT: ChatGPT, DeepSeek, MTPE workflows (DeepL, Google MT)

Production: Subtitle Edit, EZTitles, Adobe Premiere (basic)

Work Experience

TW/Claro – Content & Linguistic Quality
Telecom & tech content governance for B2C/B2B omnichannel communication.
2020–Present

- Rewrote 15k+ CRM, UX and chatbot strings, ranking in the top 2% quality across 15k+ evaluated assets.
- Governed a terminology base of 700+ validated terms, reducing inconsistencies by 65%.
- Developed LQA frameworks with error-type granular tagging, improving engineering fix-rate by 65%.
- Trained 15+ linguists, achieving an 85% improvement in delivery consistency.
- Validated 10k+ data assets with 100% legal/tone compliance.

Freelance – Linguistic Specialist & MTPE
AI rewriting, prompt evaluation, subtitle review, MTPE, metadata annotation.
2016–Present

- Localized and rewrote 100k+ software UI strings for a global software family (NDA), improving clarity and fixing tag/placeholder errors.
- Performed high-volume MTPE for major streaming platforms (NDA), rewriting, adapting tone, and ensuring terminology accuracy.
- Annotated metadata in cloud platforms for streaming content, tagging timestamps, tone markers, and contextual labels with 98% accuracy.
- Translated and reviewed audiovisual content across multiple genres, improving subtitle clarity and UX flow.

Education

BA in Languages & Linguistics — University of São Paulo
2015–2019

Focus: Morphosyntax, Discourse Analysis, Translation Studies, Linguistic Theory

AAT in Information Technology — Marechal Rondon School
2007–2009

Focus: Web Development, Networks, HTML/CSS, Database Foundations

Languages

Portuguese — Native   English — Fluent   French — Advanced   Spanish — Intermediate