

Jennifer N. Geacone-Cruz

Localization, Linguistics, Online Marketing,
Editing and Publishing
with a Focus on Europe and Japan

CV

Consultant · Team-Based Work · Skills · References

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CONSULTANT

Jan 2005 – present

Independent Consultant

Tokyo, Japan | London, UK | Berlin, Germany

- **Publishing Infrastructure Design**
 - Designing and executing content strategy and delivery, workflow analysis, digital and print publishing management
 - Customized editorial strategy and content production and management
 - Editing and copywriting
 - Development of in-house CMS concepts
 - PR and social media strategy and management
- **Japan Crosslinking Agent**
 - Facilitation and maintenance of business to business relationships
 - Cultural mediation between clients and Japanese partners
 - Market research and analysis
- **Localization and Linguistic Services**
 - Product and brand localization strategy and management
 - Content adaptation and translation
 - Advertising and marketing adaptation (English, Japanese, German)
 - Linguistic analysis for product copy, advertising and content strategy

Current and past clients:

Winning WordPress, Mad Machine Productions, Isoverse, Time Out, International Luxury Media (ILM), Kenji Communications, Original Inc., Tokyo University, China Access Inc, Mitsubishi, Toyota, and Explorer Publishing

Recent and Current Projects

- Blogging and social media management for livingstylguide.org, an open-source Ruby Gem for front-end style guides
- Preparing upcoming talk for Upfront.ug on Japanese mobile phone culture
- Content consulting for Winning WordPress, a WordPress management blog
- Social media management for Clavé Accessoires
- Translation of *Kawaii-ron* for submission to The Japan Foundation 2015 Media in Translation Competition
- *And Five, Six, Seven, Eight*, Kurt Erkan; Hetsoff Books, May 2014; Editor

- *Identity is a choice*, special private exhibition catalogue for Sven Ballenthin, Feb 2014; Production and content
- *Special Investigative Report on Fukushima for UN Submission*, with special support from The Center for Public Integrity (US) and The Japan Subculture Research Center (Japan), Dec 2013-June 2014; Special Researcher, Translator and Collaborating Investigative Journalist
- *Alfredo Albanesi Photography*, Mad Machine Prod., Nov 2013; Fashion and Creative Direction, Publishing Consultant

Mar 2011 – Aug 2011

In-house Curriculum Consultant

SCM GmbH

Berlin, Germany

- Designed and implemented ESL curricula for Berlin public and private schools
- Trained language instructors in methodology and ESL pedagogy
- Development of training and technical manuals for instructors
- Executed quality control of curriculum application
- Managed and executed internal, promotional, informational and PR copywriting

Sept 2002 – present

Writing consultant, translator, editor and proofreader

Tokyo, Japan

- Create diverse fields such as fashion, travel, film, art, fiction, and science and engineering
- Work completed in association with Oceans Magazine, Rolling Stone Japan, GLITTER, Sposa White
- Editing of English language version of film script for ILM, fiction editing/ghostwriting and consulting
- Most recent publication: Author of *Tokyo Explorer*, 1st ed.

TEAM-BASED

May 2014 – Aug 2014

Japan Marketing Manager

6Wunderkinder

Berlin, Germany

- Conducted initial Japanese market research, analysis and product reporting for Wunderlist 2 in preparation for launch of Wunderlist 3 (WL3)
- Self-directed project planning and implementation for launch of WL3
- Hired and supervised local PR campaign in Japan
- Managed app store applications and requirements for app submission
- Identified and planned strategy for distribution and business partnerships
- Initialized and grew B2B partnerships and strategy
- Localized new version of mobile and desktop apps
- Localized and managed social media channels (international and Japan domestic)
- Managed customer and user support for the market
- Developed and wrote all localized copy for the product website, marketing materials, PR materials and blog/community and social media content
- Optimized app store and web content for SEM/SEO
- Ensured QA of localized content and testing of desktop and mobile app
- Conducted testing of desktop and mobile app
- Collaborated with design team to localize product design and images
- Concepted Japan-only features, marketing strategies and targeted content
- Advised on all aspects of product from design to inter-team communications in regards to Japanese localization

Aug 2011 – Jun 2013

Editor/ Team Leader

moviepilot.com / moviepilot GmbH

Berlin, Germany

Editor/ Team Leader for English Editorial Team

- Infrastructure Design and planning of team processes in initial launch phase
- Executed initial site launch and further development
 - Project Management of growth phases

- Editorial Planning and Direction
- SEO/SEO Analysis for content
- Website data and traffic analysis
- Initial implementation of social media management and social media content/content strategy
- Creation and maintenance of brand voice in copywriting for advertising copy, web copy and PR
- Managed and fostered a team of 10-12 writers
- Managed and edited company and developer blog and social media channels
- Delegated daily editorial processes and tasks
- Hiring, mentoring and training of interns
- Quality control of editorial content and overall site
- Optimized all content for SEM/SEO
- Columnist and Featured Editor
- Managed and edited company and developer blog and social media channels

Default Product Owner

- Liaised between Editorial, Design, Front-end and Development teams
- Content Design of User email notifications and newsletters
- Collaboratively developed proprietary CMS system
- Ensured quality control and bug reporting for CMS and website
- Collaborated on visual design, CSS styling, visual and design standards
- Responsible for customer and user support for the whole of the site, including B2B
- Editing and collaboration on technical documentation for development team, focusing on clarity, accessibility and precise language

Mar 2009 – Nov 2010

Editor, Time Out Tokyo (English)

Time Out Tokyo

Tokyo, Japan

- Managing member of initial licensing team, secured brand license approval from Time Out International
- Created brand voice standard for first bilingual, digital-only Time Out outlet in history, in line with strict brand requirements
- Evolved and maintained brand voice and message and brand compliance in Japan and throughout Asian licensees
- Managing member of initial site launch team, including launch planning and franchise/branding coordination with London headquarters

- Localized, maintained and regionally developed and innovated the brand voice for Time Out within Japan and Asia
- Increased weekly English site traffic by 10% in initial post-launch 6-week period through targeted content and SEO/SEM
- Planned editorial content, development and scheduling
- Managed and commissioned and directed writers and photographers
- Coordinated collaboration projects with international editions
- Developed advertising partnerships and other brand extension activities in relation to editorial content
- Directed aspects of art and design
- Wrote original articles and regular features for both English and Japanese editions, including coverage of Japan Fashion Week and other fashion features and analysis
- Covered art, music, club and concert reviews, listings, interviews and collaborations including music artists including Gilles Peterson, Sigur Rós, Mew and Janelle Monae
- Wrote/edited PR materials, advertising/promotional material and advertorial content, including World Cup 2010 promotions
- Created and carried out quality control of web copy for site and print output
- Translated Japanese content into English
- Carried out day to day general writing, copyediting/copywriting and proofreading/sub-editing and fact-checking and photography

May 2003 – Oct 2010

International Editor at Large

Harper's Bazaar Japan

Tokyo, Japan

- Localized, evolved and maintained brand voice and message for Japanese edition, in line with Hearst International licensing standards
- Coordinated and managed branding compliance with Hearst International office in New York City
- Created, edited and proofread English-language content for the magazine
- Developed recurring monthly content
- Developed English language content and copy for global materials including advertising and promotion
- Managed English language correspondence and research

Feb 2009 – Dec 2010

International Public Relations for Earth Day

Tokyo FM

Tokyo, Japan

- Served as Spanish language radio broadcast PR representative for annual Tokyo FM Earth Day concert
- Contacted radio stations to relay Spanish language concert content
- increased number of participating stations by 15%
- Wrote copy for Spanish language press and wrote/announced commentary on broadcast recordings
- Reporting on station retention and broadcasting rates

Oct 2003 – Aug 2009

Lecturer, SILS Program / ESL Faculty

Waseda University (Waseda International Corporation)

Tokyo, Japan

- Created and implemented curricula, courses, evaluation and guidance for undergraduates, graduate students and faculty
- Developed editions 3-6 of textbook and course materials based on integrative psycholinguistic principles and pedagogy
- Editing and proofreading of textbooks and course materials
- Mentored and trained new instructors
- Managed copyediting/copywriting for interdepartmental and promotional materials

May 2002 – Sept 2002

Public Relations Liaison and Assistant Conference Coordinator

Ronald E. McNair Programme

Pennsylvania State University, USA

- Coordinated, promoted, prepared and organised the largest undergraduate academic research conference in the United States
- Increased conference attendance by 12% through effective promotion
- Distributed information, organised accommodation, event planning and hosting
- Coordinated on and off-site management and troubleshooting for the event

SKILLS · QUALIFICATIONS

Multi-lingual

- Native proficiency in English and Spanish
 - Professional proficiency in Japanese (JLPT 2) and French
 - Functional proficiency in German
 - Academic proficiency Italian, Russian, Arabic and Portuguese
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- **Standard office computer and word-processing skills including Google Apps and alternatives, CMS (Wordpress, Joomla), Excel and PowerPoint; basic Adobe Photoshop and Illustrator skills**
 - **HTML5, CSS3, Markdown**
 - **Standard analytic tools (Google, Facebook and Twitter Analytics, Sprout Social, Mailchimp)**
 - **Feedback and QA systems (Uservoice, Zendesk)**
 - **Studying Ruby on Rails, SQL, Javascript/Coffeescript**
 - **Development workflows such as Git and Github**

EDUCATION

Mar 2007– Mar 2009

Bunka Soen Gakuen (Bunka Fashion Institute) Tokyo, Japan

- Associate Program: Patternmaking and Fashion Design

Apr 2005 – Feb 2007

Naganuma Kimono Culture Institute Tokyo, Japan

- Kimono Coordinator Professional Certificate Level A1

Aug 1997– May 2002

The Pennsylvania State University University Park, PA USA

- M.A. Psycholinguistics
- B.A. Letters, Arts, and Science
 - concentration in psycholinguistics, Japanese and microbiology
- Ronald E. McNair Distinguished Scholar 2000-2002
- Bunton Waller Fellowship recipient 1997-2001

Sept 1993 – June 1997

West Morris Mendham High School Mendham, NJ USA

- Graduate of Honours Program
- International Baccalaureate liaison

TALKS

The Not-So-Zen Art of the Japanese Website
Upfront.ug 45 March 11, 2014

Berlin, Germany

SCHOLARLY PUBLICATIONS

The Effects of Second Language on First Language Processing, The Pennsylvania State University (State College, PA) 2002
- also presented at the American Psychology Association National Conference 2002 as a collaborative group poster presentation

The Effects of First Language on Second Language Processing, The McNair National Journal (State College, PA) 2001

BOOKS · MAGAZINES · ONLINE

moviepilot.com <http://moviepilot.com/anomiseditrix>

Harper's Bazaar Japan, monthly contributor (featured contributor Mar 2007 and Oct 2010 issues)

Time Out Tokyo website, daily pieces and special features

Various online and print collaborations with Time Out Hong Kong, Time Out Beijing, Time Out Shanghai, Time Out New Delhi, Time Out Mumbai, Time Out Bangalore

Tokyo Explorer, 1st ed., Explorer Publishing (Dubai, UAE) 2008 ISBN: 978-9948-8585-3-9

EXHIBITIONS

Student Group Show, Bunka Soen Gakuen
course project exhibition, December 2009

Tokyo, Japan

Geisai 12
'Congratulations and Condolences', *mixed-and-multimedia installation*, March 2009

Tokyo, Japan

Group Show: Tamago Art Collective
'Silted', *digital photography print series with hand lettered text*, Nov 2002

Tokyo, Japan

INTERESTS

Fashion, literature, poetry, music, art, learning languages, computer programming and front-end, photography, design, film, magazines, kimono and kimono culture, Japanese culture and art history, global and sustainability issues, travel, food and cooking, fitness, fencing, yoga