VALERIE ENGLAND

LINKTREE   📍 BREMERTON, WA   📞 2067717761

👤 PROFILE

Localization PM with over eight years of experience, with extensive knowledge in Localization strategies, QA testing, and Internationalization.

💼 EMPLOYMENT HISTORY

Localization QA Program Manager at Tinder (contract), Remote
October 2021 — March 2022

- Strategized a QA roadmap for the Localization team, collaborating cross-functionally with the Design, Product, and Engineering teams and kickstarting an official QA process within Localization.
- Identified blockers, potential risks, and how to scale the Localization QA efforts to reduce waste.
- Formed a partnership with QA Engineering to train Language Managers in QA Testing best practices and streamline communications between both teams.
- Composed documentation in Confluence to facilitate the onboarding of new hires and set i18n guidelines to cement the implementation of the QA process.
- Oversaw linguistic and functional testing for iOS, Android, and web, reviewing test results and triaging Jira bugs accordingly, reducing the backlog of tickets.
- Participated in the Launch Readiness weekly meetings to align with other teams on QA timelines for Localization, allowing for an efficient Localization process.

Localization Project Manager at Welocalize, Remote
February 2021 — June 2021

- Managed and tracked project deadlines, invoices, and vendor performance daily, reducing turnover times and quality issues.
- Developed a pitch approved by Apple to implement Wrike, a project management tool, to streamline communications between Shared Services and Welocalize.
- Composed technical documentation on SharePoint for vendors, setting guidelines for proprietary tools that increased onboarding rates for new vendors.
- Boosted vendor and client satisfaction by standardizing workflows and fostering honest and direct communication.
- Coordinated the successful launch of an LQA program for AppleCare across 41 languages (EMEA, APAC, LATAM).
- Mapped new processes for projects of legal nature, implementing best practices and simplifying the workflow.
- Established and managed the integration of MS Planner within Teams to improve productivity and efficiency among my colleagues.

Localization Specialist at Big Fish Games, Seattle
March 2016 — September 2020

- Developed style guides for over 11 mobile games released in Latin America and Spain, including Match 3, Time Management, Casino, Card, Puzzle, Adventure, and Strategy games.
- Led the complete ES localization of "Toy Story Drop!" and "EverMerge," both chosen as Google Play's "Best Casual Game" of 2019 and 2020 in Spanish-speaking countries.
- Mentored other team members on ASO best practices and tools that boosted app visibility in international markets by over 50%.
- Accelerated target KPIs for Spanish-speaking markets through the implementation of ASO strategies, increasing visibility, organic downloads, app revenue, and conversion rates, while lowering user acquisition costs.

◻ SKILLS ◻

Communication Skills

Adaptability

Ability to Work in a Team

Highly organized and efficient

Project Management Tools

Translation Management Systems

Collaboration Tools

Localization Strategy

Cross-functional Collaboration

Workflow Optimization

Vendor Management

Document Management

Internationalization

CAT Tools

QA Testing

Agile Methodologies

◻ LANGUAGES ◻

Spanish

English

French

Portuguese

◻ HOBBIES ◻

Running, Reading, Yoga, Pole-dancing, Design, Crafts, Learning new skills

- Collaborated with game producers to address and build awareness on content to support geo-alignment efforts, re-designing messaging to be culturally sensitive.
- Refined the translation process by pitching Machine Translation and a new CAT tool, reducing turnaround times, and capitalizing on Translation Management Systems.
- Transcreated global marketing campaigns, including #PlayApartTogether, which encouraged physical distance during the Covid-19 pandemic.
- Helped to increase customer return rates by providing excellent customer service via the Facebook page for BFG in Spanish.

EDUCATION

Business Administration, IEST Anahuac, Altamira, Mexico
August 2003 — April 2008

Specialized in Finance and graduated with a 3.4 GPA

COURSES

Programming Foundations: Software Testing/QA, LinkedIn
March 2022

Lean Six Sigma White Belt Certification, The Council for Six Sigma
March 2022

Program Management Foundations, LinkedIn
June 2021

Intro to Translation Project Management, Udemy
January 2021

ASO Training: App Store Optimization Tips for 2020, Udemy
May 2020

Localization: Adapting Digital Content to Local Markets, University of Washington
May 2020

Introduction to Programming using Python, Microsoft
January 2020

EXTRA-CURRICULAR ACTIVITIES

Runner and Fundraiser at AFSP Team Race for Hope, Chicago, IL
October 2020

Raised money for the AFSP and ran the Chicago Marathon as part of their Team Race for Hope. Fun fact: This was my first marathon ever!

Fostering at Boston's Forgotten Felines, Boston, MA
November 2015

Raised money for the association and fostered a cat that had been abandoned. Fun fact: I officially adopted Athens, the cat, who has been living with me since then!

Au Pair, Geneva, Switzerland
April 2008 — July 2009

After graduating from college, I took a year off to take care of 2 children and study French abroad.

OTHER EXPERIENCE

- McDermott International (2013-2015) — Translator/Translation Team Lead
- American School of Tampico (2012-2013) — ESL Instructor
- Berlitz (2006-2011) — Language Instructor/Service Representative