Damián Espitia

EN > ES-LA Marketing Linguist • Copy Validation & In-Market Review • *AI Content Editor*

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SUMMARY

Bogotá-based English to Latin American Spanish linguist with seven years in marketing (freelance since 2019). I validate, edit and adapt AI-generated and machine-translated copy into Spanish that reads as written in Latin America (esLA, esMX, esUS): on-brand, culturally right and ready to go live. Currently transcreating editorial content for a global streaming brand and copyediting AI-generated Spanish for a leading CRM provider. 9.7/10 average quality score across hundreds of projects on Lionbridge's Gengo platform. Capacity: 2,500 words or 6 hours a day, 24-hour turnaround on short copy.

CORE SKILLS

COPY VALIDATION & IN-MARKET REVIEW	pre-launch review of AI and MT copy: tone, cultural fit, brand voice, inclusive language
TRANSCREATION	headlines, taglines, CTAs, wordplay, campaign adaptation, brand voice
AI CONTENT EDITING	AI copyediting, MTPE light and full (ISO 18587-aligned), expert LLM evaluation
LOCALIZATION & SEO	marketing, e-commerce, websites, apps, SEO review, keyword localization, subtitling
DELIVERY	2,500 words or 6 hours a day, 24-hour turnaround on short copy, US Eastern hours, NDA-protected work
TOOLS	Trados Studio, Phrase, Smartling, DeepL Pro, Semrush, Ubersuggest

EXPERIENCE

Freelance EN > ES-LA Marketing Linguist, Transcreator and In-Market Reviewer

2019 – PRESENT

Seven years in marketing localization for international LSPs and creative agencies, including Argos Multilingual, Creative Translation, We Are Very, Supertext, EasyTranslate, Jellyfish, Studio La Plage and Lionbridge (Gengo). Latin American Spanish: esLA, esMX and esUS. End-client names are withheld under NDA.

Transcreation • Official fan site of a global streaming entertainment brand

CURRENT

Transcreate news, features and promotional articles for Latin American fans, rewriting headlines, wordplay and pop-culture references instead of translating literally. Apply a detailed brand-voice framework and inclusive, bias-free language; verify official terminology against client glossaries and raise queries when questions remain unresolved.

AI copyediting • Leading CRM software provider

CURRENT

Copyedit and post-edit AI-generated Spanish until it is ready to go live, aligned with client terminology and brand voice.

Expert LLM evaluation • AI assistant of a global tech company

JUL 2024 – PRESENT

Evaluated 1,000+ Spanish AI outputs for fluency, coherence and cultural fit, with written rationales for each judgment.

E-commerce localization • Global e-commerce platform

OCT 2024 – PRESENT

Localize high-volume marketing content and merchant guides in Smartling and Phrase.

SEO transcreation and content writing • Global technology companies

JUN 2022 – PRESENT

Write long-form Spanish SEO content for a website-building platform, reaching first-page search rankings for dozens of high-volume keywords. Localized SEO copy for a global search company's growth program (Aug 2022 — Aug 2025) and transcreated ebooks for a global cloud provider.

Translation, review and proofreading • Lionbridge (Gengo)

APR 2022 – OCT 2025

Maintained a 9.7/10 average quality score across hundreds of projects, earning pro-level qualification and quality bonuses.

Translation and localization • GoTranscript

JUL 2020 – JUL 2025

Localized apps, websites and marketing campaigns for 50+ clients (100K+ words across marketing, legal and medical content), meeting 99% of fast-track deadlines.

Subtitling • TED Talks

JUL 2021 – SEP 2024

Translated and timed Spanish subtitles for talks across many fields.

EDUCATION & LANGUAGES

DEGREE	Mechanical Engineering degree: Universidad Tecnológica Nacional (UTN), Argentina
TRAINING	English program (Wall Street Institute); Writing with Flair course
LANGUAGES	Spanish (native), English (professional working proficiency)