

HEATHER WATSON

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Summary

A communications professional, my wide-ranging experience across the fields of motorsport, marketing and education has allowed me to hone skills and specialise in the areas of translation, localisation, editing and writing, press, marketing and public relations, event management and social media management.

Professional Experience

TRANSLATOR / EDITOR / PR PRO – *Freelance, 2004 to present*

- Role: working on translation projects from Italian, Spanish and French languages into English, across a wide variety of fields including motorsport, automotive, PR & marketing, business, travel & tourism, luxury goods, education, journalism. Developing and creating content, marketing materials and press kits for international motorcycle race teams. Providing PR and media support to international motorsport teams at racetracks.

WORLDSBK PRESS OFFICER – *Ducati Corse, Italy, 2008 - 2015*

- Responsibilities: coordination and management of all team and rider activities and events; maintaining relations with worldwide media; creation and translation of press kits and releases / technical documents / marketing and advertising materials (ITA/ENG) for Ducati Motor Holding and ducati.com; maintenance of ducati.press.com and social media channels for WorldSBK teams including Ducati Aruba, Ducati Xerox, Althea Racing and Team Ducati Alstare.

INTERNATIONAL MEDIA RELATIONS OFFICER – *Alpinestars, Italy, 2006-2007*

- Responsibilities: maintaining approx. 300 media-related client accounts within the motorcycle, motorsport and automotive sector to ensure international brand and product exposure; creation, translation and distribution of media kits and press/product releases; representing the company at international motorcycle races (MotoGP, World Superbike, MX) and auto championships (Formula 1) and international industry trade shows across Europe.

WEB CONTENT EDITOR – *Ducati Motor Holding, Italy, 2005-2006*

- Responsibilities: maintenance of Ducati.com - Racing division to publicise Ducati's participation in key motorcycle championships (MotoGP, World Superbike and numerous national Superbike championships); coordination of project to outsource creation of new press area; translation, editing and publishing of press materials.

INTERNATIONAL STUDENT ADVISER – *EF Language School, London, 2004-2005*

- Responsibilities: supporting circa 200 international students during their foundation study programmes in London, advising as to the possibilities in terms of further education and assisting with their UCAS university applications.

INTERNATIONAL STUDENT ADVISER – *University College London, Faculty of Laws, UK, 2002-2004*

- Responsibilities: full organisation of international student exchange programmes; maintenance of international programmes website; marketing; drafting of marketing materials.

ADMINISTRATOR OF CENTRE FOR INTERNATIONAL COURTS AND TRIBUNALS – *University College London, Faculty of Laws (carried out alongside position listed above)*

- Responsibilities: management of the Centre's annual budget; co-organisation of international workshops

ADMINISTRATOR – *University of Bologna, Industrial Liaison Office, Italy, 1999-2000 and 2002*

- Responsibilities: organisation of students' international industry placements; translation and marketing

Educational Background

UNIVERSITY CERTIFICATE IN PSYCHOLOGY – *University of Derby, UK, 2021*

- Pass

LEVEL 4 DIPLOMA IN SOCIAL MEDIA MARKETING – *College of Media and Publishing, UK, 2020*

- Diploma with distinction

LEVEL 4 DIPLOMA IN COPYWRITING – *College of Media and Publishing, UK, 2017*

- Diploma with merit

MA TRANSLATION – *University of Bristol, UK, 2011-2012*

- Master of Arts degree with merit

JOURNALISM AND NEWSWRITING DIPLOMA – *London School of Journalism, UK, 2010*

- Diploma with distinction

BA JOINT HONS. ITALIAN/SPANISH – *University of Hull, UK, 1997-2001*

- Bachelor of Arts degree, Joint Honours, 2:1 classification

A LEVELS IN GERMAN / FRENCH / ENGLISH LIT. – *Droitwich High School, UK, 1996*

- ABA grades

Languages

	Reading	Writing	Speaking
ENGLISH	NL	NL	NL
ITALIAN	5	5	5
SPANISH	5	4	3
FRENCH	4	3	3
GERMAN	3	3	3
MODERN GREEK	1	1	0

(where NL is native language and 5 signifies an excellent knowledge)

Memberships

British Chartered Institute of Linguists - *Full member (MCIL status)*

British Chartered Institute of Public Relations – *Full member*

Proz.com Certified Pro / professional member

Skills

Excellent **communication** skills

Strong **organisational** and **event management** abilities

Significant **research** experience

Solid **IT skills**

SDL **Trados** user

Clean European **driving licence**

References

Available on request