

# HEATHER WATSON

## COMMUNICATIONS & TRANSLATION SPECIALIST



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Nationality: British/Italian  
www.conexuscommunications.com

A versatile **communications specialist** with broad experience spanning motorsport, marketing, and education. I bring proven expertise in translation and localisation, copywriting and editing, media relations and PR, event management, and the design and delivery of mental coaching and communications training programmes.

## PROFESSIONAL EXPERIENCE

### 2015 – Present: Communications & Translation Specialist

#### Conexus Communications (Modena, Italy)

- Deliver translation projects from Italian, Spanish, and French into English across diverse sectors, including motorsport, automotive, PR & marketing, business, travel & tourism, and luxury goods.
- Develop and produce content, marketing materials, and press kits for international motorcycle racing teams.
- Design and deliver mental coaching and communications training programmes for athletes.
- Provide PR and media support to international motorsport teams at racetracks worldwide.

### 2008 – 2015: WorldSBK Press Officer

#### Ducati Corse (Bologna, Italy)

- Coordinated and managed all team and rider activities and events at WorldSBK rounds.
- Led media relations with global press, strengthening Ducati's international profile.
- Created and translated press kits, releases, technical documentation and marketing materials (ITA/ENG) for Ducati Motor Holding and ducati.com.
- Maintained the ducati.press.com platform and managed social media channels for WorldSBK teams including Ducati Aruba, Ducati Xerox, Althea Racing and Team Ducati Alstare.

### 2006-2007: International Media Officer

#### Alpinestars (Asolo, Italy)

- Managed approx. 300 media client accounts in the motorcycle, motorsport and automotive industries to ensure international brand and product visibility.
- Produced, translated and distributed media kits and press/product releases for global campaigns.
- Represented the brand at major international events including MotoGP, World Superbike, MX and F1 championships.

### 2004 – 2005: Web Content Editor

#### Ducati Motor S.p.A (Bologna, Italy)

- Edited and maintained the racing division of ducati.com, promoting Ducati's participation in MotoGP, WorldSBK and national Superbike championships.
- Coordinated the outsourcing and development of a new online press area.
- Translated, edited and published press materials for global media audiences.

### 2003 – 2004: International Student Advisor

#### EF Language School (London, UK)

- Supported approx. 200 international students during foundation programmes, providing guidance on higher education pathways.
- Assisted students with UCAS university applications and admission processes.

### 2002 – 2003: International Student Advisor

#### University College London, Faculty of Laws (London, UK)

- Organised and managed international student exchange programmes.
- Maintained and updated the faculty's international programmes website.
- Contributed to marketing initiatives and drafted promotional materials.

### 1999 – 2000 and 2002: Administrator

#### University of Bologna, Industrial Liaison Office (Bologna, Italy)

- Organised international industry placements for students in collaboration with partner companies.
- Supported translation and marketing activities to promote placement programmes.

## EDUCATION

### Masters in Psychology (MSc with Distinction)

University of Derby, UK, 2022-2025

### University Certificate in Psychology

University of Derby, UK, 2021

### Social Media Marketing Diploma

College of Media and Publishing, UK, 2020

### Copywriting Diploma

College of Media and Publishing, UK, 2017

### Masters in Translation (MA with Merit)

University of Bristol, UK, 2011-2012

### Journalism & Newswriting Diploma

London School of Journalism, UK, 2010

### Bachelor degree in Italian/Spanish (BA Joint Hons. 2:1 grade)

University of Hull, UK, 1997-2001

### A-levels in German, French, English

Droitwich High School, UK, 1996

## SKILLS

- PR & Communications
- Coaching & Mentoring
- Event Coordination
- Research & Planning
- IT: All main Windows programs, CAT translation tools (Trados, MemoQ)
- European driving licence

## LANGUAGES

- Fluent English & Italian
- Intermediate Spanish
- Basic French & German

## MEMBERSHIPS

- British Chartered Institute of Linguists - Chartered Linguist (MCIL CL status)
- British Chartered Institute of Public Relations – Accredited PR Practitioner
- British Psychological Society – Graduate Member