

Yedid Becker

Mobile (619) 253-1653 Email yedidbecker@gmail.com

Linkedin Profile: <http://www.linkedin.com/in/yedidbecker> Website: www.comosedicetranslationagency.com

HIGHLIGHTS

- Account Management
- Relationship Building
- Process Development
- Email Marketing
- Marketing Solutions
- New User Acquisition
- Digital and Traditional Advertising
- Media Strategy & Planning
- Campaign Analysis & Optimization
- Event Planning,
- Management & Execution
- Mobile Marketing
- Mobile Applications
- B2C & B2B Sales & Marketing

PROFESSIONAL EXPERIENCE

¿Cómo Se Dice? Translation & Localization Agency, San Diego, CA

Jan 2011 to Present

Owner, Freelance Translator & Multicultural Consultant, Translation and Localization

- Specialize in Spanish to English and English to Spanish translations in Marketing, Advertising, Communications and Visual Arts.
- Provide my clients with translations that are culturally and grammatically accurate as well as context relevant to better serve the Hispanic Market.
- Translate sales and marketing materials for individuals and corporations alike.
 - Marketing translation services include:
 - Advertising
 - Marketing Copy
 - Commercial/Spot copy
 - Brochures
 - Marketing Collateral
 - Point of Sale
 - PowerPoint presentations
 - Public Relations and Corporate Communications
 - Website
 - iPhone and Android Mobile Applications
 - Interactive Campaigns

Chuck Latham Associates, San Diego, CA

October 2013 to September 2015

Senior Account Manager, Pet Retail Industry

- Manage and grow business within the Consumables Category at Petco, Petco.com and Unleashed.
- Lead the business in Unleashed, the fastest growing Pet Specialty Retailer in the US.
- Manage and grow existing relationships with key influencers within Merchandising, Marketing, Space planning, Inventory and Senior Level Executives.
- Develop Innovative programs that leverage all aspects of retailing principles.
- Identify new business opportunities and bring these to fruition.
- Increase sales in respective accounts by developing additional revenue sources.
- Manage existing accounts totaling in more than \$500k in revenue.
- Meet and build relationships with CEOs, Presidents, Sales and Marketing VPs, Retail Buyers and Senior Level Executives to guide and prepare sales presentations for product placement at Petco and Unleashed stores.

Analog Analytics, Solana Beach, CA

May 2011 to October 2013

Bilingual Account Manager, Online and Digital Media

- Translated digital coupons, deal certificates, daily deal sites, iOS and Android applications for clients reaching the US Hispanic Market or that are located in Latin America.
- Reported email marketing campaign performance regularly and Project Managed implementation of email marketing campaigns and custom development.
- Successful and flawless implementation and execution of daily deal sites for transition clients to the Analog Analytics Platform and ensure the highest quality of internal and external customer satisfaction.
- Proactively planned, anticipated potential issues, and independently undertook steps to improve performance.
- Enter project requests and details for campaigns with internal partners so they can accurately scope, plan and execute the work and update on a regular basis
- Detailed QA of offer/test cells and end-to-end campaign set up; proofreading and editing; spreadsheet QA of all deliverables, and on all browsers and mobile applications (iOS, Android, Windows, Mac).
- Testing on multiple platforms for both deal sites and mobile applications (iOS, Android, Windows, Mac).
- Responsible for the consistent successful execution of a project from kickoff through launch and maintenance.
- Drive toward a successful completion of the agreed upon project deliverables within scope, time and budget with quality.
- Build relationships across all teams such as, Web Designers, Developers, Computer Engineers, Marketing, Sales, & Customer Service Support to develop new products and release successful daily deal sites and mobile apps.
- Spearheaded Company and Department wide team building activities as well as volunteer charity work.

Losina Art Center, San Diego, CA

July 2010 to May 2011

Director of Marketing (Volunteer)

- Managed and coordinate all marketing, advertising and promotional staff and activities.
- Conducted market research to determine market requirements for existing and future products.
- Performed analysis of customer research, current market conditions and competitor information.
- Developed and implemented marketing plans and projects for new and existing products.
- Manage the productivity of the marketing plans and projects.
- Monitored, reviewed and reported on all marketing activity and results.
- Determine and manage the marketing budget.

- Delivered marketing activity within agreed budget.
- Developed pricing strategy.
- Liaison with media and advertising.

Cox Media, San Diego, CA

Dec 2007 to July 2010

Channel 4 Padres Marketing Specialist, Advertising, Marketing & Broadcast Media

- Developed relationships and became the liaison between Upper Management, Sales Department and Channel 4 Staff to communicate revenue opportunities on Channel 4.
- Managed and facilitated the fulfillment of client contractual obligations of client broadcast sponsorships and features in Padres and Non-Padres Programming on Channel 4 San Diego totaling more than \$9 million dollars a year. Acted as traffic coordinator, liaison between sales and Padres broadcasts producers.
- Coordinated the acquisition and fulfillment of sponsorship hospitality acting as the facilitator between client, sales executives and upper management.
- Facilitated and oversaw over \$450,000 in local sports hospitality in order to maximize opportunities with available resources.
- Collaborated with Sales department to ensure sponsorship effectiveness, identified areas of opportunity, developed and executed lead generation marketing plans to drive added revenue.
- Planned, developed, and executed integrated, multi-tactical marketing solutions to ensure that the company achieved revenue, net gain and margin contribution goals.
- Coordinated the acquisition and fulfillment of advertising orders for the Cox Media Marketing department including cross channel marketing, promotional and ad sales inventory.
- Facilitator between Cox Media partners including SDSU, USD, Channel 4 San Diego, San Diego Padres and others as needed.
- Coordinated execution of Cox Media and Channel 4 marketing promotions and production including attendance at related events.
- Assisted in the planning of client events, incentives and trip logistics.

Cox Media, San Diego, CA

Jan 2006 to Nov 2007

Account Coordinator, Advertising, Marketing & Broadcast Media

- Coordinated the acquisition and fulfillment of advertising orders acting as the facilitator between client, sales rep and other support staff. Key duties included presentation/proposal creation, order entry.
- Created quality sales presentations and proposals.
- Created sales orders, cleared makegood spots, balanced sales with revenue tracking, processed continuity changes, reviewed invoicing and insured the accuracy of overall order completion.
- Translated commercial scripts and voiceovers to Spanish when necessary.
- Supported accounts totaling \$2 million dollars a year.

EDUCATION

Bachelor of Arts & Letters in Spanish Literature and Latin American Studies. (2000)

San Diego State University, San Diego, CA

Translator/Interpreter Certification- Spanish-English (September 2012)

UCSD Extension, La Jolla, CA

RELEVANT SKILLS

- Knowledge of applications including MS Word, Excel, PowerPoint, Donovan, Adobe Photoshop, Salesforce and Pivotal Tracker.
- Knowledge of Strata, TIM, CMR-Market Advisor, Paper Trends, Cable Qual, Admall and Nielsen.
- Experience in social media including Facebook, Twitter, YouTube and other applications.
- Experience using Constant Contact, Mail Chimp and SilverPop Email Service Providers.
- Bilingual in Spanish, beginner level Portuguese.
- Good problem solving, analytical, multi-task skills and Project Management.
- Translation of writings, Websites and mobile applications such as iPhone and Android.

ORGANIZATIONS

- American Translators Association (ATA) Member
- Association of Translators and Interpreters in the San Diego Area (ATISDA) Member
- Northern California Translators Association (NCTA) Member
- Hispanic Chamber of E-Commerce – Member