



Professional Expertise

Yedid Becker is a Spanish language translator and interpreter specializing in Marketing and Advertising. For the past 14 years, she has been translating sales and marketing materials as well as commercial scripts using her knowledge of the language and culture to create context accurate translations. She is passionate about her native language and culture and it is important for her to deliver translations that any person from Latin America living in the United States can understand in their native Spanish language.

Yedid double majored and received her B.A. in Spanish Literature & Language and Latin American Studies from San Diego State University in 2000. She completed the Professional Certificate in Translation and Interpretation Program from UCSD Extension in September of 2012. She has a background in Sales & Marketing in the Media & Advertising industry and has worked at the local Telemundo and Univision affiliate stations, Cox Media and Digital Marketing companies where she translated commercial scripts, sales presentations and documents.



Rates & Quotes

Rates are determined based on different factors. Our goal is to provide you with the highest quality translations. However, first and foremost, we need to understand your specific goals and needs. We are eager to help and we will find ways to work with your budget! Call us to get started, receive a quote or get more info! Your first consultation is **always FREE!**

- Rate Per word
- Hourly Rate
 - Based on industry, complexity of text being translated
- Flat Rate/Project-based Fee
 - Determined after project is reviewed.
- Monthly Fee/Retainer
 - Determined based on monthly

Yedid Becker
President & Owner
619.253.1653

yedid@comosedicetranslationagency.com
www.comosedicetranslationagency.com



¿Cómo Se Dice?
Translation Agency

Translation & Multicultural Marketing Consulting

“Connecting
Businesses with the
Hispanic Market
Through Language &
Culture”

Company Overview

Based in sunny San Diego and founded in 2011, ¿Cómo Se Dice? Translation Agency is a boutique translation agency specializing in Marketing & Advertising. Our mission is to provide accurate, faithful and high quality translations to help businesses reach U.S. Spanish speakers and to help them tap into 1.5 trillion dollar buying power of the U.S. Hispanic consumer. Conversely, we help Latin American based businesses reach the English-speaking U.S. consumer. Tired of seeing misspellings and incorrect use of the Spanish language when marketing to Latinos, Yedid Becker founded the company because she saw a need for high quality and grammatically correct translations within the Marketing & Advertising industries. Industries serviced include Advertising, Marketing, Media outlets such as TV & Radio, Retail & Pet.

At ¿Cómo Se Dice? Translation Agency, we take a personal approach to our client's translation projects. WE are satisfied until YOU are satisfied. We are passionate about what we do, our language and our Latin culture. We focus on two major services that we feel are imperative for the growth of our clients: Translations & Multicultural Marketing Consulting. Whether its translating a sales presentation or a website, developing a social media strategy, or just educating corporations on the Latin American culture and how to reach us, we are here to help you!

We connect businesses, big or small, with the Hispanic Market in the U.S. and the rest of Latin America.



Services



Website, iOS & Android
Application Localization



Marketing and Sales
Material Translation



Marketing & Advertising
Consulting and
Transcreation

“I have used Yedid several time to help with bi-lingual/Hispanic advertising and marketing. I find her to be quite proficient and knowledgeable about Hispanic demographics, trends, and language.”

-Gabe Rivera, Production Manager, Cox Media San Diego

Translation Services

English/Spanish-Spanish/English

We are passionate about our language and want to help you communicate effectively to the Hispanic community by speaking their language. Below are translation services offered in both language pairs:

- Advertising & Marketing Copy
- Commercials & Spots
- Brochures
- Marketing Collateral
- PowerPoint Presentations
- Transcreation
- Website
- Interactive campaigns
- iPhone and Android Applications
- Multimedia Translation
- Transcription
- Voice-Overs
- Editing & Copyediting

Marketing & Multicultural Consulting

Multicultural marketing is the discipline of communicating towards people with a different cultural history than the country they're living in. Native language messages tend to be more emotionally perceived than messages in a foreign language because both **language** and **culture matter** when people perceive messages with a commercial or informative content.

We understand you need more than just advice; you need a trusted partner that understands your target audience, develops & implements the strategy, and helps you monitor the process so you can see the results that your business needs. Below is a list of services we provide to help you succeed, and include:

- **Branding**
 - Strategy Development
- **Media**
 - Strategy Development, Planning & Buying
- **Marketing**
 - Campaign Development
- **Social Media**
 - Management
- **Newsletter**
 - Content & Management
- **Advertising**
 - Development & Management
- **Event**
 - Planning, Management & Execution
- **Promotions**
 - Development, Management and Execution
- **Multicultural Marketing**
 - Cultural Consulting
 - Transcreation & Copy Adaptation
 - Brand Management