

VANESSA PETIT

vpetitwork@gmail.com • 917-330-1630

Versatile bilingual writer, editor and translator with extensive experience crafting compelling and culturally relevant content and concepts in English and Spanish across many platforms: digital, social media, print, marketing campaigns, book publishing, branding, direct response and retail integrated campaigns. When it comes to translation and transcreation, I help brands find their voice in English and Spanish prioritizing the ideas behind the words.

EDUCATION

Combined B.A. and M.A. in Political Science

University of Belgrano
Buenos Aires, Argentina

B.A in Journalism and Communications

Pontifical Catholic
University of Argentina
Buenos Aires, Argentina

Certificate Program in Broadcast Journalism

School of Continuing
and Professional Studies
New York University

PROFESSIONAL EXPERIENCE

Fannie Mae

2023 – Until present

Bilingual Copy Editor (Spanish)

Create and edit original print and digital engaging content for B2C/D2C marketing campaigns and other initiatives including translating/transcreating from English to Spanish educational courses, website content, radio and video scripts and social media posts.

- Work closely with creative and marketing teams to improve content for Spanish speakers with the end goal of building stronger relationships, improving brand credibility and trust.

Planned Parenthood Federation of America

2022 – 2023

Bilingual Copywriter

Responsible for writing clear, impactful sexual and reproductive health content for PPFA Spanish digital products including PP Online, Spot On App, and Chatea/Textea App.

- Create Spanish language concise copy that resonates with diverse audiences to create inclusive, non-stigmatizing, and culturally relevant concepts.

Uniworld Group-UWG

2021 – Until present

Bilingual Proofreader

Proof all aspects of integrated marketing campaigns in both English and Spanish, spanning across print, digital assets, radio/video scripts and pitch decks for American Heart Association, Colgate, On! Nicotine Pouches.

Princess House

2022

Bilingual Copywriter

Transcreate/translate, edit and proof content in Spanish for branding, direct response and retail integrated campaigns, direct sales print catalogues and flyers, eCommerce, digital flyers and social media platforms.

The Avon Company

2020 – 2021

Spanish Translator and Bilingual Communications Specialist

Translate, edit, and proofread English to Spanish pamphlets, brochures, flyers, and digital content on avon.com. Develop original communication content for all brands in Spanish to ensure cultural relevance, editorial accuracy, and consistency in media campaigns.

Self-Employed

2016 – Present

Content Creator, Writer, Editor, and Translator

When it comes to storytelling, I've done it all. From developing and writing content for different media platforms to assisting brands with content strategy, SEO and blog content

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KEY SKILLS

Native English and Spanish speaker

Translation/Transcreation/ Localization of content to target audiences

Storytelling, content writing, copywriting

Excellent communicational skills in both languages

Ability to meet tight deadlines

Work well independently and as part of a team

Social media, Marketing and Brand campaigns

Ghostwriting books/ publishing

To view samples of my work and transferable skills visit vanessapetit.com

TECHNOLOGY

Working Knowledge of:

InDesign / Incopy

Photoshop

CMS, LMS and SEO, Google Analytics

MS Office (Word, Excel, PowerPoint)

Project management tools: Microsoft Teams, Workfront, Basecamp, Asana, Slack

narratives, Spanish language copywriting and translation/transcreation. I understand the multicultural market, specifically the Latin consumer.

- **Common Sense Media:** Translate into Spanish all media related content (movies, TV shows, books, and video games) for the website to help parents make good entertainment choices for their kids.

- **Story Terrace:** Work as a ghostwriter/biographer. Interview clients who want to tell their life story and have it published in book form. Proofread and edit Spanish language books written by other writers.

- **Marriott Bonvoy Traveler en Español:** Establish international customer engagement by creating travel content in Spanish to assist guests in exploring highlighted locations within Latin America, such as Brazil, Costa Rica, Colombia, Argentina, and Uruguay.

Meredith Corporation

2006 – 2015

Deputy Editor, Ser Padres Media Group

Supervised the planning and execution of Spanish language editorial content, including the creation and writing/editing of articles related to fashion, beauty, women's health, relationships, parenting, culture, pregnancy, development, advice/first-person features for print editions and online platforms.

- Streamlined workflow by creating monthly and yearly editorial calendars for Ser Padres, Bebé and Espera publications.

- Collaborated with marketing/sales departments on partnership ideas and translating into Spanish culturally relevant content for clients.

- Developed brand perception through active participation in various segments of CNN, Better TV en Español, Univision, and Telemundo.

ADDITIONAL EXPERIENCE

- Managing Editor, Latina Magazine, Latina Media Ventures, NY

- Reporter for Spanish Online Desk, Associated Press, NY

- Editorial Assistant, Associated Press, Miami, Florida

- Assistant Reporter / Researcher, Los Angeles Times, Buenos Aires, Argentina