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| Veronika E. Ivanova |

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| Moscow, Russia | **diversity, equality & Inclusion/Translation/Localization/** |
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# key accomplishments

Diversity, Equality & Inclusion:

* Over four years of Diversity & Inclusion experience with an emphasis on Equal Employment Opportunities & Business Employee Resource Groups (BERGs)
* Created a full-service disability hiring program;
* Conceptualized disability marketing strategies to improve overall entertainment and shopping experience of guests/shoppers with disabilities at Disneyland Paris (DLP)
* Co-creator and co-leader of the EMEA disabilities BERG
* Lead the BERG Allyship Program
* Guest panelist with Disney CEO Bob Chapek, viewed by 18,000+ employees. Discussion centered around diversity at The Walt Disney Company;
* A member of the D&I Russian professionals’ community in Moscow

Translation/Localization:

* Disneyland Paris –facilitated the growth of the number of Russian guests by promoting the holiday destination for nine consecutive years
* Disney/Pixar – developed a cultural adaptation strategy for most of Disney/Pixar products to provide Russian-speaking audience with experience that felt local.
* ABC Production -drove the Russian language strategy for the localized ABC products experience
* MARVEL –conceptualized the best language variant approach to support a diverse Russian-speaking audience
* Disney Interactive – developed a set of tools to optimize the localization of in-game assets and collateral materials in Russian

At the Delegation of the European Union to Russia:

* Adapted European models of (disability) vocational and psychosocial rehabilitation and had them aligned with the Russian system of medical and social assessment and social support

**14 years of total experience in translation with 11 years in localization, 10 years in copywriting, 6 years in translation/localization project managing, 5 years in transcreating**

# experience

## Diversity, Equality &Inclusion Lead/Translator/Localization Manager & Editor/Transcreator/Copywriter |The Walt Disney Company

2016– Present

DEI Lead: 2016 – Present

Closely work with HR teams at all levels to set up a disability full-service hiring program (e.g., from advertising to onboarding and mentorship). Foster community outreach program (e.g., incubator’ internship programs geared toward smooth transition of students with disabilities from universities to the company; attracting disability talent through collaboration with disability NGOs).

In collaboration with key stakeholders (e.g., marketing departments, licensing &consumer products departments, DLP, company’s vendors, contractors and partners) developed disability visibility strategies.

Designed a series of training programs on disability awareness, language, accommodation, unconscious bias, parent/child disability talks.

Co-created and co-lead the disabilities BERG across the EMEA region aiming at: ensuring equal employment opportunities & professional enhancement to people with disabilities; fostering sense of belonging; creating a culture that encourages and supports disabilities disclosure & empowers caretakers (employees who take care of their loved ones with a disability); ensuring that EMEA consumers/guests with disabilities can enjoy DTCI products and services, including websites and apps, stores, parks without difficulties.

Developed disability metrics to assess the company’s progress on disability representation

2010-Present

Translation: Provide accurate, timely and stylistically appropriate revisions and translations of texts to maintain core business activities of the company and ensure a routine flow of documents (inc. marketing collateral, financial, legal, HR, PR, scripts, subtitles, treatments in-game assets etc.)

Localization: Define and set language standards and expectations for all Russian localization work at Disney (inc. style guides, glossary of terms, etc.). Translate and edit subtitles. Define and develop diversity strategies to address disability inclusion in children media content (Disney Channel). Work closely with cross-functional teams to anticipate, identify and fix linguistic, product, subtitling and dubbing issues related to the region. Execute, refine and enhance Disney’s dubbing strategy within the CIS countries and in close collaboration with cross-functional stakeholders such as Content Acquisitions, Post Production, Creative Production, and Marketing. From time to time manage diversity/localization projects designed to resonate with the target audience.

Transcreation: Conceptualize motives and desired outcomes of adverts for products (e.g., merchandise, film releases, interactive media etc.) and transcreate deliveries (inc. advertising copies, taglines) to make them culturally resonate with the intended audience.

Copywriting: Create content across all channels (e.g., print, digital and social) and all lines of business (inc. marketing, fashion, interactive media, parks and resorts, theatrical etc.)

**Translator/Localization Manager & Editor/Rehabilitation Expert |Delegation of the European Union to Russia**

2006 – 2010

Translation: Fostered the exchange of rehabilitation-related information at government level (among Russian and EU government ministries and agencies) and NGO level (among Russian and EU rehabilitation centers and centers for independent living) by providing Russian and English translations of a broad range of documents and publications (inc. journal articles, studies, surveys, textbooks etc.)-all related to disability rehabilitation.

Localization: Singled out and adapted rehabilitation models implemented in some of EU countries, which were then aligned with the Russian Federal rehabilitation programs.

Rehabilitation Expert: Delivered expertise on a whole spectrum of disability rehabilitation, including the current issues related to vocational and psychosocial rehabilitation.

# Education

## Yang-Tan Institute-Cornell University, USA

Diversity and Inclusion: Equal Employment Opportunities

A non-degree program,

## University of Pittsburgh, USA

Rehabilitation Science & Technology

Master of Science in Health and Rehabilitation Science

## Moscow State Linguistic University, Russia

Translation in Professional Communication

Bachelor of Arts in Translation Studies

## Moscow State Linguistic University, Russia

Law (civil proceedings, contract law, companies’ regulation)

Bachelor of Science in Law

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# Skills & Abilities

* Languages: Russian (native), English (C1), Italian (B1)
* SDL, CAT Tools
* Word, Excel, OneNote, Outlook, Adobe
* Excellent writing skills (English & Russian)
* Meticulous attention to details & quality-oriented
* Experience & Ability to working across cross-functional &cross-cultural teams and time zones
* Search source/ research skills
* Ability to specialize in more than one subject areas
* Experience in project management
* Excellent interpersonal and communication skills
* A strong team player

# What i am open to

* New knowledge
* New experience
* Exploring terra incognita and going into unknown