

## James Whittle - CV

Email: [james.w.whittle@gmail.com](mailto:james.w.whittle@gmail.com)

Sono uno scrittore, redattore, traduttore e correttore di bozze con oltre 20 anni di esperienza nel mondo dell'editoria e del marketing on line. Traduco testi, documenti, saggi e articoli accademici dall'italiano all'inglese. Compongo testi per il web, la pubblicità, materiali per il marketing e articoli di giornale. Per oltre quindi anni ho gestito, progettato, commercializzato e assicurato la presenza sul web di numerose aziende, enti governativi e organizzazioni di beneficenza di tutto il mondo. Ho maturato esperienza nell'editoria elettronica e nella produzione di prodotti per la stampa.

### Profilo Professionale

- Traduttore, editor e correttore di bozze per testi, saggi e articoli accademici
- Traduttore, editor e correttore di bozze per testi a fini commerciali e di marketing
- Scrittore di testi e articoli per la stampa e per il web
- Copywriter ed editor per il Web, la pubblicità e la stampa
- On Line Marketing Manager con forti SEO performance, on-site, social media, online advertising, PPC, etc.
- Web analytics reporting, analysis, interpretation, and recommendation
- Website, extranet and intranet creation, design, structure and content management
- Esperto in HTML, CSS, JavaScript; competente in DHTML, VBscript, PHP, Perl, ASP, CFML, MySQL e MS Access
- Esperto Web e disegno grafico: DreamWeaver, Photoshop, Illustrator, InDesign, Freehand, Adobe ImageReady, QuarkXPress and MS Office

### Educazione

Equivalente a Laurea italiana di Primo Livello

**Royal Welsh College of Music and Drama**, Maes Yr Castell, Cardiff, Wales 1988 – 1991  
**Licentiate of Acting (BA)**

Equivalente a Diploma di Scuola Media Superiore

**Lord Williams's School**, Oxford Road, Thame, Oxfordshire, England 1979 – 1987

**A Levels:** English, Mathematics, Physics

**AS Level:** Applied Mathematics

**O Levels:** English Language, English Literature, History, French, German, Biology, Physics, Maths, Chemistry

### Traduzioni, correzioni di bozze ed editing più recenti

Ricci, M. & Monardo, B. *The Role of Non-Profit Organizations for Innovating Urban Regeneration Strategies. Four case studies in the USA.* (2013) Fo.Cu.S. Research Centre, La Sapienza, Roma.

Monardo, B. *Urban Agriculture as a Social Inclusion Vector.* (2013) Facoltà di Architettura, La Sapienza, Roma.

Salvati, L. & Sanna, V.S., *Economic Resilience: A brief Comment on Theory and Assessment.* (2013) Facoltà di Economia, La Sapienza, Roma (traduzione dall'italiano all'inglese).

Zeqiri, A. *Rugova Valley and the Accursed Mountains: current institutional framework and opportunities for future development.* (2013) CeSPI Centro Studi di Politica Internazionale, Roma.

Fiorani, D. *Heritage protection and universities: goals, content and methods in Italian universities*. (2013) Facoltà di Architettura, La Sapienza, Roma.

Ricci, M. *Health villages: revitalizing community and personal health with new forms of tourism*. (2013) Fo.Cu.S. Research Centre, La Sapienza, Roma (traduzione dall'italiano all'inglese).

Samo, I. *Hana wa sakuragi hito wa Bushi karate*. (2013) Tesi di Laurea (traduzione dall'italiano all'inglese).

Monardi, B. *What Potential for Innovating Urban Regeneration Strategies?* (2013) Facoltà di Architettura, La Sapienza, Roma.

Fiorani, D. *Looking at the past from a contemporary point of view*. (2013) Facoltà di Architettura, La Sapienza, Roma.

Fiorani, D. *The Other Shore. Preservation and the Past in the United States*. (2013) Facoltà di Architettura, La Sapienza, Roma.

Mijacic, D. *Assessment of Scope and Scale of Business Services Provision in Vojvodina in 2011*. (2013) SeeNet.

Murthi, M. *Regional Social Policy Reform in the Dynamic of the Albanian National Social Protection Strategy*. (2013) SRC&IT, Albania.

Think Tank Popolari of Sarajevo. *Local Products and Agritourism in the Central Bosnia Canton – Opportunities and Constraints*. (2013) CeSPI (Centro Studi di Politica Internazionale), Roma

Panetta, C. *Simon the Sorcerer, symbol of heresy*. (2013) rometoursrome.com.

Corrado Primavera, R. *Bernini on the wrong side of the tracks*. (2013) rometoursrome.com.

Corrado Primavera, R. *Beatrice Cenci: heroine of injustice*. (2013) rometoursrome.com.

Ricci, M. *Urban regeneration policies for small historical centres with a high presence of immigrants*. (2012) Fo.Cu.S. Research Centre, La Sapienza, Roma.

Stewart, D. *Our House Interactive*. (1995)

## Articoli e contributi scritti

*Off the beaten track to see the beaten track: exploring Via Flaminia*. (2013) romevacationtips.com

*Tiger tracks in the Sundarbans*. (2013) Bosham Life.

*Gold on Lasting Pillars*. (2013) Novel.

*Borobudur: ghost of a lost kingdom*. (2012) Bosham Life.

*Blessed to be a Witness*. (2005) crowaptok.com

*Technical Considerations for Localising the Japanese Language*. (2000) International Translation and Publishing, Ireland.

*The care and feeding of chilli peppers*. (1996) The Irish Times, Ireland.

*The Road to Profit: investing in Malaysian property*. (1994) Pacific Hawk International

## Esperienza Lavorativa

<b>Traduzioni, correzioni di bozze ed editing</b> (Si veda punto precedente)	1992-in corso
<b>Attività in proprio</b> <a href="#">Off-the-Peg Websites</a> , Rome 00188	2012-in corso
I provide simple, effective websites at low cost. Writing for Web, site creation, design, SEO.	
<b>Marketing Manager</b>	2013

**Through Eternity Tours**, Via Astura 2, Rome 00183

Marketed the online and offline presence of a travel company in Italy. Responsible for online strategy, copywriting for AdWords PPC, [blog articles](#), social media strategy and execution, SEO, advisor on new site development. Created and wrote [cruise-excursions-italy.com](#) and [underground-rome.com](#) microsites for niche marketing and SEO purposes. Contributed to 100% rise in unique site visits and 500% increase in PPC efficiency. Instigated brand analysis and offline collateral for channel marketing purposes.

**Online Marketing Manager**

2007-2011

**OPP Ltd**, Elsfeld Hall, 15-17 Elsfeld Way, Oxford OX2 8EP

Ran and marketed the web presence of an international business psychology company.

**Online Marketing Manager**

2006 – 2007

**Serco**, Harwell IBC, Didcot, Oxfordshire, OX11 0RA

I marketed, created and maintained UK government websites for a marketing division of a FTSE-listed international service company. Commencing on the Envirowise project for Defra (Department for Environmental Food and Rural Affairs), I was a key player in winning a £2M bid from DfES (Department for Education and Skills), and was subsequently promoted to run the bid. In this role I acted for Government agencies as:

**Portal Editor Excellence Gateway (DfES)**

2007

Responsible for the creation and delivery of a further education portal for a government agency, consolidating a large number of complex sites into a single web presence, while negotiating the import of further sites, and introducing user content technologies. With line management responsibility for a team of editors, I selected and managed technological and design contractors, and liaised with the client and multiple stakeholders. Responsible for information architecture, style, content, site import process, web stats analysis and reporting, user experience, process flow, forum moderation, quality, and design. Online consultant to marketing team.

**Online Marketing Manager Envirowise (Defra)**

2006

Responsible for running and marketing a government website to deliver resource efficiency advice to UK business. Managing a budget of £0.5M, I devised and delivered strategic online marketing campaigns, including viral programmes, SEO, PPC, podcasts, and mailing campaigns, coordinated with offline campaigns. Liaised between internal and external stakeholders to meet and manage expectations, while providing effective functional site enhancements, site structure and information architecture improvement, front-end usability upgrades, and user behaviour analysis to increase conversion rates. Presented quarterly reports on site usage and online marketing activities to senior civil servants. Drove stakeholders in content consistency programme across multiple industry sectors and regions. Defined in-house style for online communications. Managed technological and design contractors.

**Online Communications Manager**

2001 – 2005

**Vordel Limited**, Fox House, College Green, Dublin, Ireland

Implemented effective corporate image for XML security company on a very low budget. Worked with Director of Marketing to devise, and was responsible for quality and production of, all online and offline marketing output. Designed, implemented, wrote and maintained website. Managed technical contractor. Managed mailing lists and email direct marketing campaigns, and performed online statistical analysis. Wrote and designed printed collateral. Wrote and distributed press releases. Scripted and managed outsourced Flash animations and provided voiceover. Designed and wrote PHP/MySQL scripted extranet, worked with developer to devise and implement site security policy. Designed and maintained intranet.

Designed front-ends for XML web-based applications. Liaised with printers and design companies. Managed, MCed and ran online seminar series.

**Corporate Webmaster**

2000 – 2001

**SoftCo Limited**, South Co. Business Park, Leopardstown, Co. Dublin, Ireland

Implemented, wrote and maintained websites for corporation and its clients. Implemented front-ends for ASP web-based applications. Maintained intranet. Worked with VP Marketing on copywriting for web, print and design for marketing collateral.

**Corporate Webmaster**

1998 – 2000

***International Translation & Publishing (now SDL)***

*The Boulevard, Quinsboro Rd. Bray, Co. Wicklow, Ireland*

Designed, wrote, implemented, marketed and maintained multilingual website for international corporation. Designed and implemented front-ends for CFML web-based applications. Worked with VP Marketing to define corporate image, produce marketing collateral. Maintained intranet. Project Manager for localisation of site into five languages.

**Manager, Website Editing**

1996 – 1998

***World Merchandise Exchange***, 84 West Park Place, Stamford CT 06901, USA

Wrote, edited and maintained integrity of website and database for the first online global merchandise exchange. Liaised with developers on development of web-based application front-end. Trained and managed team of 12 sub-editors. Wrote and edited online help for web application. Wrote company style guide. Was retained during three downsizings that reduced headcount from 1,000 to 12.

**Corporate Communications Officer**

1994 – 1995

***The Pacific Hawk Group***, 57<sup>th</sup> Floor Central Plaza, Wanchai, Hong Kong

Worked in creative team with designer to define corporate image for multinational property development group. In-house advertising and marketing writer. Wrote and produced all marketing collateral.

**Creative Writer**

1993 – 1994

***Visual Impact Productions***, 3 Tin Hau Temple Rd. Causeway Bay, Hong Kong

Copywriter, TV commercial scriptwriter and Account Manager for advertising agency.

**Financial Reporter**

1992 – 1993

**Target Online Financial Service**, 42 Wood Road, Wanchai, Hong Kong

Reporter for daily financial paper and online bulletin board, and features writer for weekly magazine.

## Consulenze

**Scrittore (Writer):** The Irish Times; Expense Reduction Analysts; Doherty Advertising Ltd.; Cawley Nea Advertising Ltd.; Harbour Lights residential property development (Singapore); I.T. Clothing retailers (Hong Kong); E-Quator Design

**Editor:** The Real Estate Guide to Ireland

**Correttore di bozze (Proofreader):** Blackwater Press, Dublin, Ireland.

**Web manager:** Numerosi clienti tra cui: [mindfulnessforstudents.co.uk](http://mindfulnessforstudents.co.uk), [Riverside Festival](http://Riverside Festival), [changetalk.co.uk](http://changetalk.co.uk), [blewburtonpartners.com](http://blewburtonpartners.com), [bubbleinc.co.uk](http://bubbleinc.co.uk), [glas.ie](http://glas.ie) (inclusi brand e logo design), [oxfordenergyassociates.com](http://oxfordenergyassociates.com) (inclusi logo e stationery designs), Destinations

Ireland & UK (travel agency), Irish Cycling Safaris, Party Hire Ltd., Big Wheel theatre company.

**Direttore di Produzione:** Dun Laoghaire Rathdown News, Ireland.

### **Impaginazione**

KPMG; the Irish Exporters Association; Dublin Online Typographical Service.

### **Voiceover artist**

Dunkin' Donuts, Philippines; Toyota Photocopiers, Hong Kong

## **Competenze linguistiche**

Inglese: lingua madre

Italiano: livello intermedio parlato e scritto

Francese: livello basico parlato e scritto

Cantonese: livello basico, parlato

## **Interessi e attività di volontariato**

Nel 2004 ho lavorato per 6 mesi per una programma di aiuti umanitari post-tsunami presso l'isola di Koh Phi Phi in Thailandia. Nell'ambito della mia attività di volontario mi sono occupato della progettazione, realizzazione e redazione di un sito web per favorire il rilancio del settore turistico sull'isola, e della redazione di testi per il "disaster museum", e per promuovere tour nei siti del disastro. Ho inoltre partecipato alle opere di pulizia.

Nel 1994 ho partecipato ad attività di volontariato a fini ambientalistici nell'ambito del progetto 'A Better Living Environment' a Hong Kong.

Nel 1985 ho guidato una passeggiata in bicicletta dal nord della Scozia al sud dell'Inghilterra per raccogliere fondi a sostegno del disastro di Bhopal.

Nel 1983 ho partecipato ad una raccolta fondi di Oxfam, viaggiando in ogni stazione nell'Underground di Londra.

Interessi personali: scrittura, viaggi, cucina, canto, chitarra e mandolino, immersioni.

## **Referenze**

Disponibili su richiesta.