

Ludmila Begley

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SUMMARY

Ludmila Begley (nee Anestiadi) is an artist, poet, writer, translator, and editor based in Rochester, NY. She is currently fully focused on her art and literary career. Her first novel, 'Empty and Want to Sleep' was a Chapter One Promotions finalist in 2012, and several of her poems were shortlisted in Bridport Prize for Poetry in 2021. She settled in Rochester in September of 2019, and started to work in ink graphics in autumn of 2020. Her work was featured in several group exhibitions in various art spaces around Rochester, including Rochester Contemporary Art Center, The Yards Collective, Frank's Chop Shop and Luna Co-op.

WORK EXPERIENCE

Freelance Translation, Editing, Writing

Dec 2011 – Dec 2021

Self

Strong professional with over 20 years of experience in written and consecutive translation, editing, and interpretation. Substantial experience in creative advertising as well as teaching at high-school and university level. Excellent interpersonal and leadership skills. Experienced freelance with a demonstrated history of working in interpretation, writing and translation industries. Skilled in proof-reading, transcription, editing, copywriting, creative as well as academic writing, and scientific research.

Creative Director

Mar 2010 - Dec 2011

Urban Post (VinaKi Moldova)

Chisinau, Moldova

Translated marketing objectives into creative strategic plans; mentored and led a creative team of seven to develop and deliver efficient creative platforms and strategies to meet client business goals and strengthened brands' positions on the market.

- Led creative sessions for project kick-offs and briefings; directed team production of cutting-edge advertising and marketing collateral in accordance with latest marketing trends.
- Oversaw multiple projects from concept to completion; provided quality control, maintained highest standards for all creative materials, determined final product's content in accordance with campaign objectives.
- Closely supervised account executives and production teams; ensured campaigns stayed within established frameworks based on budget, timelines, quality, and media placement.
- Revised marketing objectives and plans by analysing campaign results; identified advancement and expansion options.
- Researched education and training opportunities to enhance productivity and continuous professional growth of team
- Led most extensive (by cost and coverage) and efficient rebranding campaign nationwide reaching over 3 million people.

Interpreter

Jun 2009 - Oct 2009

Royal Shakespeare Company (RSC)

Stratford-upon-Avon, United Kingdom

Provided consecutive and simultaneous translation and interpretation for RSC team and Russian dramaturges Mikhail and Vyacheslav Durnenkov at rehearsals, production briefings/discussions, and official meetings, press-conferences, interviews and personal meetings, social and cultural events for RSC's Revolutions Season events.

Creative Director

Jan 2007 - Sep 2008

Grey Worldwide Moldova

Chisinau, Moldova

Led team of five to develop and deliver brand-objective oriented creative advertising materials, both Above-the-Line and Below-the-Line, ensuring brand establishment and growth on the market.

- Developed creative concepts and delivered creative solutions based on each brand's characteristics appealing to different consumer groups/target audiences thus ensuring maximum efficiency.
- Led and closely supervised both creative and account teams to ensure meeting client's objectives, needs and budgets.
- Worked in close liaison throughout all stages of production with both production teams and clients to ensure high quality and adequacy of final advertising product.
- Presented and sold creative concepts and solutions to clients (including potential), ensured active participation in pitches and contests, thus considerably expanded agency's both client and award portfolios.

Senior Copywriter

Mar 2006 - Jan 2007

Grey Worldwide Moldova

Chisinau, Moldova

Ensured high quality of advertising copy for all components of advertising campaigns translating brand message into the language most appealing to corresponding target audiences.

- Elaborated creative concepts and strategies, wrote creative briefs, and lead creative team briefing.

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- Wrote all advertising copy for both Above-the-Line and Below-the-Line components of advertising campaigns.
- Supervised all projects on all stages of production being the liaison between agency, client and production houses.

Lecturer

Moldova State University: Translation, Interpretation and Applied Linguistics Dept.

Sep 2002 - Jan 2007

Chisinau, Moldova

Lectured and conducted seminars in various subjects of English Linguistics and Translation studies, such as *Semiotics and Hermeneutics of English Literary Text, Peculiarities of Literary Translation, Literary Interpretation, English Stylistics and Text Editing, History of the English Language* etc.

- Developed and new courses and worked on updating existing ones in accordance with latest studies and research;
- Was scientific advisor to over three dozen students on their Licence Theses;
- Ensured extra-curricular language practice opportunities for students (volunteering, cultural events, student club etc.).

English Language Teacher

Lyceum M. Kotsyubinski

Oct 2001 - Jun 2002

Chisinau, Moldova

Planned, prepared and instructed fundamentals of English grammar, stylistics and vocabulary at high school level (sophomores).

Personal Assistant & Interpreter for General Manager

Development Planning Ltd. (Greek-Moldovan Association)

Oct 1999 - May 2000

Chisinau, Moldova

Interpreter (consecutive/simultaneous political translation) and personal assistant to the General Manager of International Governmental Seminar organized by Greek and Moldovan Governments and Greek-Moldovan association "Development Planning".

- Interpretation and consecutive translation during seminar sessions, official meetings, interviews and press-conferences.
- Scheduling/meeting coordination between Moldovan governmental officials, visiting officials and accredited press.

EDUCATION

Shamanic practitioner Training (online ongoing)	2022 –	with Roel Crabbé of Anam Cara, Belgium
Certificate in Psychology & Philosophy of C. G. Jung	2022	Green Tara College, Navan, Co. Meath, Ireland
Licensed Diploma in Professional Tarot Reading	2022	Green Tara College, Navan, Co. Meath, Ireland
Master of Arts in Writing with Distinction	2009	University of Warwick, Coventry, United Kingdom
Master of Arts in Philology (American Studies) with Distinction	2004	Moldova State University, Chisinau, Moldova
Bachelors in English and French Philology, summa cum laude	2002	Moldova State University, Chisinau, Moldova
Diploma in Graphic Design with Distinction	2003	School of Design, Department of Architecture, Polytechnic University of Moldova, Chisinau, Moldova

LANGUAGES

English – *Native* Russian – *Native* Romanian – *Native* French – *Intermediate* German – *Basic*

SOCIAL PROJECTS, NON-PROFIT ACTIVITY, VOLUNTEERING

Civic Engagement Project Office (CEPO) coordinator for Faculty of Foreign Languages, Moldova State University for Partnership Project between Rutgers State University of New Jersey and Moldova State University. (Jan 2003 - Dec 2006)

Founder and President ALTER EGO (student club) Department of Translation, Interpretation and Applied Linguistics of Moldova State University. (Sep 2004 - Dec 2006)

Founder and President of the Union of Greek Youth in Moldova Parthenon (NGO) - branch of Greek Community of the Republic of Moldova Eleftheria, Chisinau, Moldova. (Jan 2000 - Dec 2000)