

AARON LONG

GOING A **LONG** WAY IN LOCALIZATION



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WORK AND PROJECT EXPERIENCE

TIERRA LUNA CELLARS PROGRAM MANAGER

Current

Social Media Marketing Team

I lead a team and manage projects relating to social media marketing campaigns. This includes facilitating the production of both static and video posts, managing the translations for those posts, and making sure they are produced and posted punctually. I work closely with team members in order to create the most efficient processes for communication, feedback, and production. I am also involved in campaign creation.

- Lead weekly meetings and ensure all top of mind items are discussed and blockers unblocked without going over-time
- Develop and maintain standardized workflow documentation, including project trackers, feedback forms, and content briefs.
- Manage the scheduling, posting, and performance tracking of social media content to align with campaign goals.
- Manage communication between all stakeholders: clients, translators, and creators

UNREAL GAME LOCALIZATION

Fall 2024

Independent Game Localization Project — (<https://shorturl.at/sLQ1D>)

I sought out an open-source and unlocalized Unreal game project in order to develop my game localization skills and become more familiar with Unreal. I utilized Phrase Strings to collect in context screenshots and translate user-facing in-game strings. I also recreated and implemented a localized version of an asset using Blender.

- Localized all user facing strings into Japanese using Unreal Engine tools
- Collected context screenshots and attached them to the corresponding strings in Phrase
- Worked in EventGraphs to create more localization functionality, such as reloading a recreated a localized asset on button release and creating a language selector

COMIC BOOK LOCALIZATION

Spring 2024

Print Media Localization Project — (<https://shorturl.at/HxnOE>)

This project involved the localization of a comic book page into Japanese. I cleaned all speech bubbles and made them able to be resized. I also replaced English sound effects with Japanese equivalents, which involved redrawing and manipulation in Illustrator. Finally, I extracted the English text for translation and then reimplemented it.

- Cleaned and resized speech bubbles in Photoshop
- Extracted strings for translation, and then reincorporated them using Photoshop
- Recreated translated sound effects using a combination of Photoshop and Illustrator

TECHNICAL SKILLS

- Google Suite
- Microsoft Office Suite
- Adobe Creative Cloud
- Design Software - Figma, Canva
- Game Engine L10n (Unity, Unreal)
- Project Tracking - Notion & Jira
- Coding - Python, JavaScript, C#, html & css, Git
- CAT Tools - Trados, memoQ, Wordfast
- TMS - XTM, Smartcat, Phrase, Phrase Strings

ABOUT ME

I am a fiercely adaptable and creative adventurer with a breadth of experience in many fields. Currently, I seek to apply my myriad skills in communication, problem-solving and project management. I hope to gain experience working in a fast-paced, creative environment.

PRO SKILLS

- Agile & Scrum
- Waterfall
- Effective Communication
- Creative Writing
- Japanese (Advanced - N2)
- German (Advanced)

EDUCATION

MASTER'S — TRANSLATION & LOCALIZATION MANAGEMENT

from 2023-2025

Middlebury Institute of International Studies

BACHELOR'S — BIOLOGICAL SCIENCES

Supplemental Major in German Language & Literature

from 2015-2019

University of Notre Dame