

Ekaterina Guerbek, PhD

Creative Translator and Editor from English, Spanish and French to Russian

Linguistic Expert for AI & LLM



Combining extensive experience in transcreation with solid academic background in cognitive and structural linguistics.

Services

- Transcreation, Copy Adaptation, Editing, Advanced Review ensuring natural flow and cultural localization.
- LQA: creation and maintenance of style guides, glossaries, and TM.
- Specializing in the following areas: Arts, Education, High-End Brands, Humanities, Law, Marketing & Advertising, Real Estate, Tourism.
- AI & LLM Linguistic Alignment: fine-tuning, model behavior optimization, data annotation, and crafting golden-standard datasets.

Academic background

- M.A. in Multimedia Translation, from University of Vigo, Spain.
- M.A. in Structural and Applied Linguistics, from St. Petersburg State University, Russia.
- PhD in Philology, from St. Petersburg State University, Russia.

Career highlights

- 25+ years in **creative translation**: published articles for *Tretyakovskaya Galereya* magazine, website/blog content for *Paradores de Turismo de España*, and the official book of *FC Barcelona* (portfolio at ekaterina-guerbek.com). Served as a senior reviewer for Translators Without Borders. Winner of the VI Plácido Castro Translation Award.
- **Linguistic research**, highlighting the doctoral thesis on prepositions from a cognitive perspective and the academic translation of the *Fraseoloxía Eslava* manual at the Ramón Piñeiro Centre for Research in Humanities (profile at orcid.org). My current interests include independent analysis focused on LLM evaluation in localization, from a semantic, stylistic, and pragmatic perspective.
- **Member of the Advisory Board** of *Cuadernos de Rusística Española* (University of Granada). Collaborated with *Cuadernos de Fraseoloxía Galega* on academic translation.
- Worked as a **lecturer/tutor/coordinator** at the Universities of Saint Petersburg, Santiago de Compostela, Vigo, and UNED.
- **Professional memberships**: Asetrad, AGPTI and AEPRU.

Native Russian speaker from Saint Petersburg, currently independent contractor residing in Spain.

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