THERE'S A **BRAND-NEW ROLE** EMERGING IN THE LANGUAGE SERVICES INDUSTRY:

Say hello to the

AI LANGUAGE SPECIALIST

But what exactly does an AI Language Specialist do?

We had the chance to chat with **Serena Sparviero** and **Marco Russo**, two of our talented AI Language Specialists, to get an inside look at what this role entails.

Swipe through the carousel to learn more about this exciting new role!
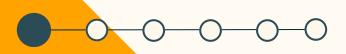
SERENA,

What does your role consist of, and what are your main responsibilities?

I bridge linguistics and AI, developing and optimizing prompts, evaluating quality, and creating workflows using Python and AI. I collaborate with teams to implement AI solutions, continuously test new tools, and deliver training sessions on AI and GenAI, helping teams understand and utilize these technologies effectively.

What are the most important linguistic and technical skills?

A deep understanding of language structure, text quality analysis, and cross-cultural communication are key linguistic skills. Technically, prompt engineering and Python are crucial. Soft skills like analytical thinking, adaptability, teamwork, and problem-solving are also vital in optimizing AI outputs.

SERENA,

What was your path to becoming an AI Language Specialist?

I started as freelance translators, then became in-house at Creative Words. As AI transformed the industry, we saw a chance to merge our linguistic skills with tech. We kept 'Language' in our title to stress linguistic expertise's role in AI. This shift let us use our translation background while gaining AI and automation skills

What would you recommend to a translation student interested in pursuing a career in this field?

Learn AI/ML basics, prompt engineering, and some programming. Stay updated on AI's role in the language industry. Most importantly, don't see AI as a threat but as a tool to enhance human skills. Embrace its potential to expand your expertise and opportunities!
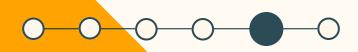
SERENA,

What do you like most about your job?

The best part is the 'eureka!' moments—when a prompt finally works as intended, or a script runs perfectly. There's a real thrill in solving complex problems. It's amazing to look back and see how far I've come in coding and prompt engineering, something I wouldn't have believed just months ago.

What opportunities do AI tools offer to translation professionals?

AI is not a negative change; it's an opportunity. For adaptable translators, it boosts productivity through AI-powered workflows, allowing focus on creative, culturally nuanced aspects of translation. Understanding AI is now essential—it's a chance to shape our industry's future and grow professionally.