



**Gabriela Vasallo, President**

Gabriela Vasallo is president and owner of Lexico LLC, a full-service translation and interpretation company with offices in San Diego, CA and Miami, FL. With more than 10 years of experience as a professional translator and communications specialist, Gabriela has helped Fortune 500 companies, non-profit organizations, and small businesses effectively connect with the U.S. Hispanic market.

Gabriela works with clients in numerous industries by using culturally-relevant communications to connect their brand and make it resonate with Hispanic customers. Telecommunications companies, financial services, healthcare entities, law firms, and non-profit institutions have all substantially benefited by using Gabriela's knowledge and skills to meet their communications needs and create stronger ties with their target consumers.

With extensive experience in the technology and telecommunications sector, serving for three years as editor, content manager and translator for AT&T's Spanish-language website, Gabriela is an expert in website localization. She can take your website to the next level by creating an "En Español" version to better serve the Spanish-speaking community.

Born and raised in Guatemala, Gabriela is a native Spanish speaker. She attended St. Mary's University in San Antonio, Texas where she graduated Cum Laude with a Bachelor of Arts in English and Communications. After working for many years in advertising and public relations, she went on to obtain her professional certification as a translator and interpreter at the University of California in San Diego. Currently, she is also an active associate member of the American Translators Association.