

Sarah Hudson

German – English Translator

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Career Summary

I started working as a freelance German to English translator after I completed my training (City, University of London DipTrans) in 2011. Since then, I have applied my linguistic and creative writing skills to numerous translation and localisation projects for a wide range of companies and institutions in the DACH region. I provide my clients with accurate, creative and polished translations that are tailored to their business goals. I undertake continuous career development and I am an Associate Member (AITI) of the Institute of Translation and Interpreting.

Translation Specialisms

Marketing

I translate brochures, websites, press releases, packaging texts, advertisements and content marketing (blogs, video tutorials etc.) from German into precise and well-crafted English for a wide range of companies and organisations. I ensure that my clients' core marketing messages are translated accurately but are adapted to meet the requirements of English-speaking target markets.

Examples of Projects:

- Video tutorials for a cosmetics company.
- Corporate blogs for a software developer that uses app technology to promote cycling in urban areas across Europe.
- Transcriptions of videos for an online trade magazine.
- Promotional material for a professional association.
- Website content for an exclusive bridal fashion retailer.
- Press releases for a large IT trade show.
- Product descriptions for a luxury footwear manufacturer.
- Transcriptions of online videos that promote a traffic routing software solution.
- Website content for an government-funded organisation that promotes innovative technology and regional investment.
- Press releases for a company that produces sustainable packaging solutions.
- Online brochure for a textiles manufacturer.

Market Research and Business Research

I have provided precise translations of questionnaires, market research studies, presentations and reports for market research companies. I have also translated research results and reports for research institutes, chambers of commerce and management consultancy firms.

Academic Texts

I have translated visitor information and reports for museums in Hamburg and Munich on the subjects of world history, palaeontology and art. I have also translated undergraduate dissertations on business management, marketing and the social sciences.

Career History

- 1999-2002 **CMG Wireless Data Solutions Ltd** (software company)
Project Coordinator. I was responsible for developing a range of company policies and procedures and for publishing the in-house newsletter.
- 1997-1999 **Moeller Manufacturing Ltd** (German manufacturer of electronic components)
Bilingual Executive Assistant. I provided administrative support to the company managers and directors. I also translated operating instructions, company reports and internal communication from German into English.
- 1995-1997 **Mechforge Ltd** (manufacturer of components for materials handling equipment),
International Sales Coordinator. My role involved liaising between the despatch department and the company's international customers, including companies based in Germany such as Jungheinrich AG.

Academic Career

- 2009 City, University of London, Diploma in Translation (Chartered Institute of Linguists)
1995 University of Newcastle upon Tyne, BA Hons German

CAT Tools & Other IT Systems

SDL Trados Studio 2015, Memsource, Plunet

Interests

Aside from work, I love reading, watching films and I am a big fan of stand-up comedy. I am also interested in garden design and wildlife conservation. I have worked on a number of gardening projects with young people, including a community garden and design and build projects for Royal Horticultural Society flower shows.