



**Heidi Kersch, FITI – German Translator**  
*Experienced, creative & reliable*



**Career milestones so far:**

- Staatl. Gepr. D&Ü, Munich (equivalent to BA in Translation & Interpreting)
- Diploma in Marketing
- 2 years in Product Management with Bayer Diagnostik GmbH
- 3 years in Marketing Communications with Lotus Development GmbH
- ITI exam in 1992
- Over 15 years experience as a freelance translator
- 6 years experience as a director of Salford Translations Ltd.
- Fellowship of the Institute of Translation and Interpreting (ITI)
- Examiner of the Chartered Institute of Linguists (CIOL)
- Chair of the Northwest Translators Network

**Major translation projects in 2017 – Executive Summary**

**Translation and editing experience in figures**

**Translated over 650,000 words**

**Reviewed over 150,000 words**

**Technical translation** approx. 24,000 words general technical texts,  
26,000 words catalogue for bathroom furnishings and fittings,  
120,000 words website material for dataloggers  
20,000 words automotive (car and motorcycle)

Over 110,000 words **IT and telecom** including instructions, mobile apps & software localisation, copy transcreation for the quarterly corporate magazine of a leading TV content & cable provider etc.

Over 120,000 words **medical translations** including device manuals, package inserts for microbiological diagnostics, regular corporate magazines and online training courses for leading pharmaceutical companies

Approx. 200,000 words **marketing and management materials** (websites, brochures, press releases; code of conduct, anti-bribery, competition law & performance management training courses). **New trends** here are **sustainability** and **training materials for recruitment companies**.

Approx. 30,000 words **general translation** (market research questionnaires, tourism, food and beverages, cosmetics etc.)

Additional services: **Copy editing, transcreation** (white papers, brochures, poems and rhymes), **website keyword research**, translation assessments.

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**Cheshire ❖ SK2 5XT**

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### **Public Speaking and Teaching Engagements in 2017**

- Delivered webinars, discussion sessions and business mentoring on ITI course “Setting Up as a Freelance Translator (SUFT)” in January, May, September and November
- Ongoing mentoring for current and previous SUFT course participants
- Presentation “Project Managers from Mars – Translators from Venus? Better communication through joint training” at the ELIA Together conference in Berlin
- Co-presenter for memsource training for translators and project managers

### **Other CPD activities**

- ITI Conference in Cardiff providing assistance at the Fellows’ information desk and attended pre-conference Negotiation Workshop
- Obtained ITI CPD certificate for membership year 2016/2017 and 2017/2018
- Visited family in Germany (2x2 weeks), 1 week in Berlin
- Watch German news, documentaries & films daily (approx. 10 hours per week)
- Keep up to date with German current events & read the following publications daily: Süddeutsche Zeitung, Der Spiegel, The Guardian
- Read German magazine Brand Eins for recruiting, marketing, advertising
- Read German women’s magazines for women's issues, cosmetics terminology, advertising etc.
- Subscribe to Spektrum.de (news magazine for advances in science, technology and medicine)
- Subscribe to t3 magazine – latest news for IT and telecom
- Alternate reading German and English fiction at a rate of 1-3 books a month. Also read French and Spanish.
- Listen to German language audio books (Audible subscription), often with the express purpose of comparing the German translation to English original text.
- Speak German every day with friends, family members & colleagues
- Participate in German chat rooms on current affairs, computing, health & women's issues
- Active Fellow of the Institute of Translation and Interpreting
- Chair of the North West Translators Network
- Active contributor to numerous online translators’ forums

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