

MARKÉTA DEMLOVÁ

marketa@marketademlova.com

www.marketademlova.com

<http://www.proz.com/profile/16792>

<https://www.linkedin.com/in/marketademlova>

Skype: marketa.demlova

Telephone: +420 608 02 77 52

Freelance **English** and **French** to **Czech translator** and **transcreator** specialized in **marketing, advertising, brand-building, corporate** communication and **EU matters**

SERVICES: transcreation, translation, proofreading/editing, website localization, subtitling

FIELDS OF EXPERTISE: consumer products and services, e-commerce, fashion, lifestyle, health and body care, luxury products, cosmetics, sportswear, watches, entertainment, education, EU

TRANSLATION AND REVISION PROJECTS:

Translation and transcreation projects for more than **100 world-leading brands**

– adidas, Hermès, Rolex, Montblanc, COS, C&A, Marks&Spencer, Nespresso, E.ON, Vodafone, Philips, Reebok, PayPal, Google, Hilton

Primary reviewer of Czech translations for the **Nike.com** localization project (proofreading and copyediting, quality management of linguistic assets (style guides, glossaries), coordinating a team of Czech translators and reviewers and communication with project managers in the U. S.)

Summaries of the EU legislation

http://europa.eu/legislation_summaries/index_en.htm (translation: 500,000 words, proofreading: 250,000 words)

EU brochures, surveys and questionnaires (EU-OSHA)

OECD student assessment programs and studies – translator, reconciler and verifier for PISA (Program for International Student Assessment), PIRLS (Progress in International Reading Literacy Study), TIMSS (Trends in International Mathematics and Science Study), ICILS (International Computer and Information Literacy Study)

Advertising campaigns – Honda, Rolex, Glade, Braun, Philips

Marketing materials, catalogues - PartyLite, Gore-TEX, Timotei, Wella, Iceland

Corporate communication & surveys – Procter&Gamble, Ramirent, Movianto

WEBSITE LOCALIZATION:

Procter & Gamble, Nike, TRESemmé, adidas, PayPal, Iqos, Nespresso, Nestea, Palmolive, Colgate, LUSH, HSBC, Braun, Gillette, Valamar, Levenhuk, Toni&Guy, CBSC, Venus, Philips, Hill's, Simba

SUBTITLING:

600+ films, TV shows, series and documentaries for world-leading providers and streaming services

Experienced literary translator - **36 books** (fiction, psychology, pedagogy, science, language textbooks, history, fashion and style)

20+ years of experience

Daily turnaround: 3,000 - 5,000 words

PROFESSIONAL MEMBERSHIPS:

- **Qualified member** of the Institute of Translation and Interpreting (MITI)
- Member of the ATA, IAPTI and Union of (Czech) Interpreters and Translators
- Member of the Czech Chamber of Commerce and Czech Marketing Association

EDUCATION:

Charles University, Faculty of Arts and Philosophy, Prague, Czech Republic - Master's degree in French and English

Experienced CAT tool user: SDL Trados Studio, MemoQ, SDL, Wordbee, XTM, Omega T