



### SWEDISH TRANSLATION SERVICES

CERTIFIED ENGLISH-SWEDISH TRANSLATION,  
TRANSCREATION AND UX LOCALIZATION

#### SERVICES

- Transcreation and creative translation
- Localization of software, apps and websites
- Translation, editing and proofreading
- UX Writing

#### INDUSTRIES

- Marketing and advertising
- SaaS, IT
- Cosmetics, beauty and luxury brands
- Corporate communications, HR, employee education
- E-commerce

#### PROFESSIONAL CREDENTIALS AND ACTIVITIES

- Certified English-Swedish translator by American Translators Association 2015, and Institute of Translation & Interpreting 2014 (MITI).
- Language chair and grader for American Translators Associations English-Swedish certification program
- Served as Chair of ATA Membership Committee, Chapter Committee 2013-2017, President of Utah Translators Association 2012, Chair of Business Practices Committee 2018-2022
- Active member of American Translators Association, Swedish Association for Professional Translators, Institute of Translation and Interpreting
- Speaker, trainer, author, contributor to translation journals, podcast host

#### EXPERIENCE

##### Creative Marketing and Transcreation

Blog posts, online ads, brochures, websites, press releases, product information, linguistic and cultural evaluation of marketing campaigns, logos, slogans, keyword research

##### Software Localization

Software interfaces (UX), websites, help files, user manuals, mobile apps, online stores, iSEO for Dropbox, Microsoft, Skype, PC Doctor, Cvent and many more

##### Business Communication

Internal and external business communication, employee training, HR software, code of ethics, the business management book "Lean Toolbox" by John Bicheno and Matthias Holweg, research and more

**Cosmetics:** Product information for natural skin care products and for several high-end cosmetics brands and hair care for Estee Lauder, Crew, Strivectin, Aveda, Amway, Wella, Too Faced, Elf and more

*References and testimonials available upon request*

#### EDUCATION

Master of Arts in Business Communication and Public Relations, June 1996, European University, Antwerp, Belgium

Master of Science in Economics, October 1994, Åbo Akademi University, Turku, Finland

##### Continuing Education

- UX Writing Academy Oct 2023 - May 2024
- UX Localization course with Localization Station (March-May 2023)
- 3-month Swedish copywriting course 2021
- SEMRush certificates in Mobile, International, and Local SEO, SEO Fundamentals 2020
- Digital Marketing and iSEO 2020
- Online course in copywriting 2019
- Swedish course in writing for the Web 2017

#### CONTACT

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