



English



Russian

into



Polish



## Get in Touch

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# Michal Glowacki

## MA MITI MCIL

## Words that work for you



I work with  
SDL\* Trados Studio



### 👤 Who am I?

A Polish native speaker and expert in all things creative, including translation, editing, and copywriting. The unquestionable if **self-proclaimed king of creative and marketing**. When I'm not bringing music to the people with Bose or helping Nike run their campaigns, you can typically see me trying to gain speed on the bike, failing to swim quickly or running like Forrest Gump.

I'm highly **qualified and vastly experienced** - ITI even trusts me with their entry exams. As a **petrol-head, fan of technology** and an **amateur athlete** I know my way around cars, consumer electronics and sports. And if I'm not replying to my email, I'm probably helping Bridgestone gain traction in Poland with their latest TVCs or fuelling BP's HR and development efforts via psychometric tests and employee training programs.

### 🏠 Fields of Specialty

#### Translation and editing

- 🔍 Marketing and advertising
- 🔍 Cybersecurity
- 🔍 App, software and website localisation
- 🔍 Surveys and psychometric assessments
- 🔍 Business and commerce
- 🔍 Automotive
- 🔍 Technical
- 🔍 Engineering (industrial, mechanical, and welding)
- 🔍 Online games and casinos
- 🔍 Cycling
- 🔍 Nutrition
- 🔍 Sports and fitness

#### Copywriting

- 🔍 Website copy
- 🔍 Slogans
- 🔍 Advertising
- 🔍 Emails
- 🔍 ATL/BTL

### ✓ Services

- ✓ Translation
- ✓ Copywriting and transcreation
- ✓ Consecutive interpreting
- ✓ Editing / proofreading
- ✓ QC
- ✓ Script recording supervision
- ✓ Cultural and linguistic consultancy
- ✓ Language technology consulting and troubleshooting

### ✂ CAT tools

- ✂ SDL Trados Studio 2017
- ✂ memoQ
- ✂ SDL Passolo TE
- ✂ XTM (clients' licenses)
- ✂ Catalyst Lite

### ⚙ Software

- ⚙ MS Office 2013
- ⚙ Open Office
- ⚙ Adobe Acrobat X Pro
- ⚙ Adobe InDesign CS6
- ⚙ Adobe Photoshop CS6
- ⚙ Adobe Illustrator CS6
- ⚙ Abby FineReader
- ⚙ Subtitle Edit

Want to find out more? Click [here](#).

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## 🎯 Qualifications & CPD

### Memberships

- 🔊 Chartered Linguist of the [Chartered Institute of Linguists](#) (MCIL)
- 🔊 Qualified Member of the [Institute of Translation and Interpreting](#) (MITI)
- 🔊 ITI Assessor for test translations sent by candidates

### Professional Development

- ★ SDL Trados Studio 2014 for Translators – **Advanced Certificate** (click to view)
- ★ **Copywriting and Content Marketing** (2 days, Arena Szkoleń)
- ★ **Machine Construction for Translators and Editors** (1 day, STI)
- ★ **Advanced Polish course** for translators and editors (110 hrs, Polish Academy of Sciences)
- ★ **Localisation and Translation for the IT sector** – methods, problems, and tools (2 days, STI)
- ★ **Electrical and electronic engineering** for the very beginners (5 hours, STI)
- ★ **Practical Copywriting** (2 days, Arena Szkoleń)

### Academic Qualifications

- 🎓 Swansea University: **MA in Translation with Language Technology**
- 🎓 University of Warsaw: **BA in Translation and Interpreting of Specialist Texts**

## 🌐 Examples of end clients\*



Click [here](#) for more.

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## 🕒 Examples of translation projects

- 🕒 New product brochures, social media content, campaign content, guidebooks, and catalogues for a major manufacturer of DIY products
- 🕒 Complete website for a major manufacturer of professional-grade audio equipment
- 🕒 A quarterly sports magazine published by an international football organization
- 🕒 Tests, emails, handbooks, participant instructions and reports for various psychometric assessments
- 🕒 Website content, internal documents, training materials, communication materials and other documents for one of the largest printers in the world
- 🕒 Complete website of a worldwide manufacturer of tyres
- 🕒 Newsletters, intranet and online content, staff letters and corporate communication for a large energy company
- 🕒 Instruction manuals, marketing brochures, product catalogues and training material for a large manufacturer of welding equipment
- 🕒 Marketing content, training materials and online advertising for a global leader in apparel and textile production
- 🕒 Marketing and website content for a global IT products and services company

## 📱 Examples of software and app localization

- 📱 App UI and marketing content for a major sports broadcaster
- 📱 UI, help files, marketing materials and web content for a major developer of cybersecurity software
- 📱 Web, firmware and app content for a welding equipment manufacturer
- 📱 Multiple mobile and casino games, as well as relevant help files and tutorials for a major betting company
- 📱 Full localization of an online freight-trading platform

## 🔦 Examples of transcreation projects

- 🔦 Print ads and TVC scripts for a global manufacturer of tires
- 🔦 Print and online advertising for a major football tournament
- 🔦 TVC scripts, slogans, print and online advertising for a global manufacturer of grooming appliances and consumer electronics
- 🔦 Social media, print and online advertising content for a global leader in sports apparel
- 🔦 Online and print advertising content for a major airline
- 🔦 Print and online advertising for an aircraft and airplane manufacturer
- 🔦 Product marketing material for a major manufacturer of consumer and professional audio equipment
- 🔦 Print and online advertising copy for a number of major spirits brands








## ⚡ Examples of copywriting projects

- ⚡ Advertising leaflets, emails, and Google ads copies for a B2B services company
- ⚡ Client success case studies for a large IT services company
- ⚡ General articles and guides for a large manufacturer of household cleaning products
- ⚡ Client-facing communication, slogans and website copy for a manufacturer of alternative medicine technology
- ⚡ The new main slogan for a major brand of bourbon





## Examples of interpreting assignments

-  Consecutive and whispering interpreting: an investor conference including a series of meetings between the CEO and VP of a large mining company and the investors, a 1-day event
-  Consecutive and whispering interpreting: a presentation on the use of multimedia in schools and public institutions, a 1-day event
-  Simultaneous interpreting: a panel discussion at the Polish Embassy in London on the Polish-Jewish relationship, a 1-day event
-  Simultaneous interpreting: a world premiere of a new cosmetic products line, a 1-day event
-  Consecutive interpreting: a series of meetings between a Polish ministerial delegation, including the Undersecretary of State in the Ministry of the Economy, their British counterparts, and representatives of business federations and law firms, a 2-day event
-  Consecutive interpreting: a series of meetings between a large delegation from Polish railway companies, organisations and regulators and British companies, a 2-day event
-  Consecutive interpreting: a meeting between the Polish Minister of Agriculture and Rural Development, Marek Sawicki, and his counterpart in DEFRA, a 1-day event
-  Consecutive interpreting: a delegation from a Polish railway company meeting with multiple engineering and financial consultancy companies in London, a 3-day event
-  Consecutive interpreting: a ministerial delegation from the Polish Ministry of Labour and Social Policy meetings with the British Secretary of State and other officials, a 2-day event

## Interests



### **Triathlon**

2-time Ironman.  
A regular at various triathlon races.



### **Cars and motor sport** (especially rallies and F1)

Thankfully, mostly watching and reading. Not buying. Yet.



### **Travelling**

Especially to beautiful remote places where the food is good.



### **Hiking**

Up or down - either way, I'm happy.



### **Photography**

Seeing a great view or something worthwhile gets my shutter going.



### **Books**

Especially spy novels, Terry Pratchett, and long fantasy series.



### **Writing poetry**

For every occasion: my wife knows a thing or two about that!

**Want to know more?**  
**Drop me an email:**  
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