



YOURTRANSCREATOR

INTERCULTURAL COMMUNICATION SERVICES

ANDREEA SEPI

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PERSONAL PROFILE

Competent, versatile and reliable linguist and writer with a strong record of successful projects (ENG<>RON, GER>RON, GER>ENG). Professional translator and transcreator, marcomms specialist, ICC consultant and language trainer with complex cross-cultural expertise. 2,600,000+ translated words in 900+ projects for more than 40 international agencies, global brands and high-calibre end customers.

Academic credentials at a glance:

- *B.A. English (University of London – First Class Honours)*
- *BBA International Business (West University Romania)*
- *PGCert Economics (Michigan State University, USA)*
- *Diploma of Freelance Writing (London School of Journalism, UK)*
- *Certified marketing specialist (FernUniversität Hagen, Germany)*
- *Certificate International Rhetoric (University of Regensburg, Germany)*
- *Certified translator (RO), Member of BDÜ, ATA, CIOL*

Languages:

- *English – native level (GRE Verbal: Top 3%), Romanian – mother tongue*
- *German – proficient (Großes Deutsches Sprachdiplom C2 – very good)*
- *French – good, Italian and Spanish – basic.*

WORK EXPERIENCE

PROFESSIONAL TRANSLATOR – YOURTRANSCREATOR.COM, ANDREEASEPI.COM 03.2006 - PRESENT

Helping global brands reach and engage millions of Romanian and English-speaking customers.

Translation, transcreation, subtitling and copy-editing for some of the biggest brands in the world

- Marketing & Advertising, Business & Economics, Finance, Legal, Journalism
 - Successfully completed close to 1,000 translation projects in advertising, automotive, banking and insurance, consumer electronics, contracts and legal documentation, corporate and marketing communications, entertainment, EU legislation and regulations, fashion & cosmetics, foods & beverages, financial statements and annual reports, HR materials and education, IT and engineering, life sciences and medical, money transfer services, PR and journalism, retail, social sciences, technology, subtitling, transcription, website localization, etc.
- Published translator of economic literature, journalism and essay collections:
 - *Sedona Publishing*: Translated “Theories of Inflation” by Helmut Frisch, “Finance and the Firm” by E.W. Davis and J. Pointon (ENG-RON)
 - *Europa Nova TV*: Translated and subtitled films and documentaries (ENG-RON)
 - *PressOne.ro*: Translated press articles and features (RON-ENG)
 - *Aquaforte.com*: Literary translation of a collection of religious essays (RON-ENG)
 - *Amazon.de*: Helped translate the book “Make Your Money Great Again – From Tourist to Tycoon with American Real Estate” by Alena Knoepfler (GER-ENG)

Copywriting, revision, linguistic validation, content marketing, blogging

- Created, proofed and validated specialized and targeted content for print, online, in-store, outdoor and BTL campaigns (EU, FMCG, fashion, cosmetics, travel, technology, rebranding), ran digital marketing campaigns, edited multimodal content and books, freelance journalism
- Published dozens of articles and features on Perypatetik.org, Spiegel International, Photo Travel Romania, Dilema Veche, Liternet.ro, ink4thought.com, Contributors.ro

Simultaneous, conference and consecutive interpreting

- Delivered valuable linguistic support to negotiation teams in sales conferences, business and legal meetings, assisted migrant workers

Language training (adult education)

- Have taught English (TESOL, TBE), German and Romanian in 1-on-1 and corporate settings.

(REGIONAL) MARKETING EXPERT – NIMIRUM GbR, GERMANY

07.2015 - PRESENT

- Assisted end clients in developing their business by conducting market and media research projects, competition and communication analyses, trends and attitudes checks, claim and logo checks, benchmarking for marketing communications (retail, public sector, health, energy). Helped clients better understand and address their audiences' expectations.

VISITING SCHOLAR TOURISM MARKETING – UNIVERSITY OF REGENSBURG, GERMANY

10.2003 – 7.2004

- Conducted and compiled research project "Tourism in Eastern Europe". Expanded local knowledge base to 10 additional national markets - in English
- Coordinated destination marketing project "Künisches Gebirge", tutored a cohort of students, held office hours, organized activities, prepared presentations and course support – in German.

PRODUCT MANAGER – GREENFOREST SRL, ROMANIA

05.2001 - 08.2002

Marketing and project management, branding and communication:

- Launched new high-end furniture store and showroom to diversify company offerings with 5 new product lines (kitchen furniture). Researched, analyzed and segmented the national and regional target markets, conducted SWOT analysis; implemented marketing strategy and the marketing mix; grew brand awareness from the ground up, organized and coordinated marketing campaigns, participated in trade fairs; carried out direct sales worth thousands of euros, then trained and lead a team of 4 to take over
- Assisted with business and technical translations, translated company and product presentations and correspondence into English and French.

TEAMWORK, LEADERSHIP, ORGANIZATIONAL SKILLS

Member of the Student Voice Group (2019-2021) and the QLTC (2019-2020) at the University of London
Won three ProZ translation contests (2009, 2012, 2018) in the language pairs EN-RO and DE-RO
Co-founded the Association of Romanians at Michigan State – ARMS (1999-2000). Teaching Assistant.
Won Best Speaker Prize at C.E.P.'s Balkan Debate Forum (1998) and PROCTER&GAMBLE Merit Scholarship for Business Students (1997)
Co-founded and coordinated Earth Day Committee for Timisoara (1994, 1995).

Author:

- Intercultural Communication – The Germans and The Romanians Explained (amazon.de, 2017)
- Alles klar? – Ghid emigrare Germania (amazon.de, 2015)
- "Nation Branding – The Case of Romania" (Institute for Cultural Diplomacy Berlin, 2012)
- „Politische Witze im und nach dem Kommunismus – Einblicke in eine typisch rumänische Copingstrategie“ (Balkanologie-Konferenz Berlin, 2016)
- Poetry, short fiction, long fiction, press articles, travel writing, blogging.

COMPUTER & ANALYSIS

MS Office – very good (ECDL), Excel Skills I and II (Coursera), Digital and Content Marketing (Coursera)
CAT tools: Trados 2019, Across v.7.0, Transit NXT, Wordbee, Memsource, SmartCat, memoQ, Aegisub.
Browsers and search engines, digital resources, Social Media, WordPress, SEO, Google Search Console, TweetReach, Basecamp PM Tool.

References available upon request or at:

- <https://andreeasepi.com/references/>
- <https://www.proz.com/feedback-card/75206>
- <https://www.linkedin.com/in/andreea-s-6a122656/>