

CONTACT



Southern Pines, NC
time zone: EST (UTC -5)



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PERSONAL PROFILE

As an English to German translator with an extensive marketing background, I help you tell your story and convey your message to German audiences--the way you meant it. In my roles as a trade marketing assistant and junior and senior category manager, I helped my employer reach, win, and retain their target customers with German marketing collateral, ads, market research surveys and partnership agreements. As a translator, I combine a marketing professional's promotional skills with a translator's commitment to finding just the right words.

EDUCATION

CERTIFIED CATEGORY MANAGER 2007 ●
(GS1 Germany)

LEADERSHIP-DEVELOPMENT-PROGRAM 2006 ●
Bitburger Braugruppe, Bitburg, Germany

DIPL.-BETRIEBSWIRTIN (FH) 2002 ●
FH Bochum, Germany
4-year college degree
in Business Administration

CAREER

FREELANCE TRANSLATOR since 2010 ●
specializing in: marketing & creative translations

HEAD OF CATEGORY MANAGEMENT 2009 ●
Bitburger Braugruppe, Bitburg, Germany

SENIOR CATEGORY MANAGER 2007 - 2008 ●
Bitburger Braugruppe, Bitburg, Germany

JUNIOR CATEGORY MANAGER 2005 - 2006 ●
Bitburger Braugruppe, Bitburg, Germany

ASSISTANT TRADE MARKETING 2003 - 2005 ●
Bitburger Braugruppe, Bitburg, Germany

MICHAELA BITTNER



NOTABLE PROJECTS

- since 6/2014 **INTERNET SERVICES**
6+ years on the team of translators for a leading provider of B2B and B2C IT services
- since 2/2020 **DATA CONNECTIVITY PLATFORM**
main translator for an international data connectivity provider
- since 03/2021 **JOB SEARCH ENGINE**
copy editor for international employment and career advice platform
- since 10/2021 **CROWDFUNDING WEBSITE**
main translator for a leading crowdfunding platform
- 2013-2016 **GAMING MAGAZINE**
3 years on the localization team for a leading monthly gaming magazine

STRENGTHS

- CREATIVITY
- STYLE
- TO THE POINT
- COMMON SENSE

TOOLS

- SDL TRADOS 2021
- MEMO Q
- WORDFAST PROFESSIONAL 5
- MS OFFICE 365
- ADOBE ADOBE ACROBAT

SERVICES

- TRANSLATION
- TRANSCREATION
- PROOFREADING/EDITING
- LOCALIZATION
- CULTURAL CONSULTATION
- TERMINOLOGY MANAGEMENT

WHY WORK WITH ME

- **BE AUTHENTIC**
Together we can show your clients that you understand and value your German customers, partners or employees. I will create translations for you that are idiomatic and tailored to your specific audience.
- **DON'T GET LOST IN TRANSLATION**
A poorly-done translation can hurt your company's reputation, and can be an expensive mistake to fix. I do things right the first time, grasping the meaning of your English text, and what's said between the lines.
- **I KNOW YOUR INDUSTRY INSIDE OUT**
During my time as a Senior Category Manager and later as the Head of Category Management for one of Germany's leading breweries, I was the main point of contact for customers and key industry partners, was responsible for updating the sales force, senior management and the CEO about strategy and ongoing projects and represented the company during external conferences and other events.



TRANSLATOR
ENGLISH - GERMAN