**Sohail R. Moghal**

***Language & Culture Consultant***

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| *Native language* | : | **Urdu** |
| *Near-native Languages* | : | **English, Sindhi, Punjabi, Siraiki** |
| *Postal Address* | : | **A-175, Block 10, Gulshan Iqbal, Karachi 75300, PAKISTAN** |
| *Phone* | : | **+92 21 34990347** |
| *Mobile* | : | **+92 333 3566946** |
| *Skype* | : | **sohailmoghal** |
| *Email* | : | **sohailmoghal@gmail.com** |
| *Website* | : | **moghal.weebly.com** |

# Language Pairs ( *for Transcreation, Translation, and Interpretation* )

\* **ENGLISH** > < **URDU**  \* **PUNJABI > ENGLISH** \* **SIRAIKI** > **ENGLISH**  \* **SINDHI** > **ENGLISH**

# Subject Areas ( *for Translation, Copywriting, Copy-adaptation and Transcreation*)

**Written Content:**

* Government, Business, Education, Social Services, Healthcare, Website content, Product & User Manuals, Reports, Employee Handbooks, HR Manuals, Instruction Booklets, Policy & Operation Manuals, Business Correspondence, Advertisements, Marketing content, Official Communication, Brochures, Flyers, Journalistic articles, News, Tourism Guides, Travelogues, Autobiographies, Birth and Marriage Certificates, Personal Letters, Emails, Blogs, etc.
  + Besides translating terminology used by public sector and health organizations, I also translate general terminology used in conversation, greetings, letters, publicity ads, news articles, educational material, etc.

**Audio/Video Content:**

* Telephonic conversations, one-to-one interviews, speeches, lectures, TV talks, etc.

# Computer Skills

* Expert in typing my **RTL** (Right-to-Left) languages directly on all **MS Office applications** and the **Internet** i.e. on any Online Platform, any Website, any Blog, and any chat program like Skype, MSN, Yahoo, etc.
* Proficiency in **MS Office 2007 Suite** (with dexterity in **Word**)
* Capable of creating professionally formatted **Word documents** in both **ENGLISH** and **URDU** languages.

# Education

* Bachelors (BA) in ADVANCED ENGLISH & URDU
* Masters (MA) in POLITICAL SCIENCE

# Experience

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| *Since JANUARY 2007 I am the preferred* ***Transcreator & Cultural Advisor***  *of these world-renowned companies:* | |  |  | | --- | --- | | * **Tag** | * **Hogarth** | | * **World Writers** | * **Lionbridge** | | * **Creative Culture** | * **TranslateMedia** | | * **TextAppeal** | * **Cetra** | | * **Appen Butler Hill** | * **Pearl Linguistics** | |

# Daily Output

* 2000 - 2500 words (*depending on the difficulty level and complexity of the source content*)

# Rates

* **LANGUAGE ADAPTATION**: TVC 30"= GBP 330, TVC 15"= GBP 230
* **VO DIRECTION** (attend recording session to direct VO talent): = GBP 250
* **TRANSCREATION**: to be decided as per project requirements
* **TRANSCRIPTION**: GBP 3 per audio/video minute or GBP 180 per audio/video hour
* **TRANSLATION**: GBP 70 per thousand source words
* **OVER-THE-PHONE INTERPRETATION**: GBP 3 per minute
* **FACE-TO-FACE INTERPRETATION**: GBP 25 per hour
* **URDU/PUNJABI/SARAIKI Typing on MS Word**: GBP 2.5 per page

# References

Available on request.