Dr Andrew Read

Effective, accurate and customer-oriented translations into English

Profile

A skilled, creative and experienced translator **from German, French** and **Italian** into **English**, specialising in **IT**, **digital media & technologies**, **human resources**, **marketing**, **business**, **sustainability**, **law** and **tourism/travel**. My qualifications in translation and marketing are complemented by several years' prior commercial experience in the **software**, **digital media** and **recruitment** sectors. An expert user of **Trados Studio** and **MemoQ,** I translate into both **English (GB)** and **English (US)** for a range of clients in the **UK**, **Germany**, **France**, **Switzerland** and elsewhere.

Contact details

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Services offered

- **Translation** from **German**, **French** and **Italian** into **English** (mother tongue)
- **Transcreation** of marketing and advertising copy for English-speaking markets
- **Proofreading**, **revision** and **editing** of translated and original English-language texts
- **Translation** of **spoken-word texts** (voiceovers, promotional videos, presentations and scripts)
- **Alignment** of previously translated texts
- Production or revision of texts following either **UK** or **US style** guidelines

Specialist areas

- **Information technology**, **software** and **digital media & tech**, with up-to-date experience in:
    - E-commerce
    - Contemporary technology trends, such as app development, cloud computing, artificial intelligence (AI), cybersecurity, Internet of Things (IoT), big data and Industry 4.0
    - IT marketing materials, such as website content, blog articles and case studies
    - Technical documentation including manuals, white papers and product descriptions
- **Human resources (HR)**, with an in-depth knowledge of:
    - Recruitment (CVs/résumés, job descriptions, etc.)
    - Employer branding and marketing
    - Employee communications
    - Training and professional development
    - Employment contracts and regulations
- **Marketing**, **advertising** and **PR**, with particular skills in translating and adapting copy for:
    - Website and social media content
    - Brochures
    - Press releases
    - Brand management material, such as marketing and design plans, guidelines and pitches
- **General business** and **management**, including **sustainability** reports and **CSR** policies
- **Legal translation**, especially **contracts** and **EU/international organisation-related texts** (including regulations, partnership agreements, SLAs, employment contracts, data protection/GDPR policies)
- **Journalistic texts**, including advertorials and promotional magazine articles
- **Transportation, tourism** and **outdoor activities**

CAT and other software used

- Expert user of **Trados Studio 2021** and **MemoQ 9**
- Online localisation platforms such as **CrowdIn, MemSource** and **Wordbee**

Education

2013:	**PhD in Translation Studies**, University of Manchester, UK
2003:	**MA in Translating** (German and French into English), University of Salford, UK
	Awarded a **Distinction** and the **SEL Prize for Translation**
1995:	**DipM (CIM Diploma in Marketing)**, Coventry University, UK
1989:	**BA (Hons) in Modern Languages** (German and Italian), University of Salford, UK

Experience

2003-present: **Freelance translator and language services provider** (trading as Read Translations)
Specialisms and experience as above.

2016-2017:
(part-time) **Lecturer in Translation Studies**, University of Manchester
Led and taught the 'Commercial Translation' module to students enrolled on the Master's translation and interpreting programmes.

2008-2014:
(ad hoc) **Interlocutor**, Chartered Institute of Linguists
Once a year, formed part of the examination team for the DPSI interpreting exams.

2005-2015:
(part-time) **Lecturer**, University of Salford
Devised and delivered lectures and seminars on topics including:

- o Translation project management
- o The translating and interpreting professions
- o Translation theory
- o Legal translation
- o Translation from German to English (at undergraduate and Master's levels)
- o Real-life translation assignments (German, French and Italian to English).

2005-2008:
(part-time) **Lecturer**, University of Sheffield
Additional seminars included screen and audiovisual translation.

2000-2003: **Business Development Manager**, Knowledge Management Software plc
Identified and managed partnerships with key European software partner companies.

1998-2000: **Market Development Manager (Europe)**, topjobs.net plc
Established European operations for this digital media start-up in the recruitment sector.

1996-1998: **European Marketing Manager**, Kenda Systems
Led marketing activities for European offices of a US-based IT recruitment company.

1990-1996: Various marketing and customer support roles

References

For a rapid overview of testimonials, please visit proz.com/feedback-card/49439. Contacts for detailed references can be provided on request.