

# CURRICULUM VITAE

Personal information	
Name	<b>Peter Gennet</b> , name at birth: <b>Streibhardt</b>
Address	<b>Sankt Johann ob Hohenburg 2, A-8565 Söding-St. Johann</b>
Telephone	<b>+43 681 81 577 636</b>
E-mail	<b>info@textarbeit.com</b>
Nationality	<b>German</b>
Date of birth	7. April 1964
Mother tongue	<b>German</b>
Languages spoken	German, English, Italian, French <b>August 1999 until now</b>

Recent trainings
<ul style="list-style-type: none"><li>Feb.2024 – WIFI-Intensivkurs Künstliche Intelligenz: KI in der Wirtschaft</li><li>Mar.2024 – WIFI-Seminar Advanced Prompt Engineering</li></ul>

Work experience	
<ul style="list-style-type: none"><li>● <b>Occupation</b></li></ul>	<b>Freelance translator, copywriter and proof reader</b>
<ul style="list-style-type: none"><li>● Main activities</li></ul>	23 years of experience in copywriting, proof reading, translations <b>Language pairs:</b> English-German, Italian-German <b>Subjects:</b> business & economy, marketing, branding, computers & software, arts & literature, humanities, journalism & communication <b>Experiences:</b> Marketing & Sales, market analysis and market descriptions, branding, food & beverages, leadership, management, economics, human resources, real estate, literature, media design, software location, corporate governance, corporate social responsibility, sustainability reports, automotive, weighing and packing machines, online marketing, direct sales, safety and security, IT, networks, software, digitization, etc.
<ul style="list-style-type: none"><li>● Project References examples</li></ul>	<b>English-German: Accenture</b> – Clients magazine Outlook, <b>Accor Hotels</b> – hotel descriptions; <b>Adobe</b> – advertising campaign for CS4, <b>Aesop</b> – Skin Care products Website, PR, Advertising etc.; <b>Alcoa</b> – internal communication; <b>Alight</b> – website alight.com; <b>Amway</b> – AMAGRAM magazine print and online; <b>Axis Communications</b> – Press releases, parts of the website, whitepapers; <b>Barco</b> – Website content; <b>Britax Römer</b> – Website; State of Safety Report 2015; <b>British Airways</b> – Website content, travel offers; <b>Campari</b> – Internal Sales and Marketing Training platform; <b>CA Technologies</b> – advertising material; <b>Charles Tyrwhitt</b> – catalogue, mailings, website; <b>Cisco Systems</b> – Network and Cloud products; Cisco Rücknahme- und Recycling-Programm, network security, <b>Epson</b> – Business Ethics Online Training, Epson CRM, <b>IDBS.com</b> – Website in German; <b>Ishida Europe</b> – Website translation, <b>Marriott Hotels</b> – hotel descriptions; <b>McLaren</b> – Client Magazine; <b>MC Software</b> – Costumer Communications Management; <b>Microsoft</b> – Responsible AI program (content analysis and creation for MS Copilot, 2023); GDPR report (DSGVO); Software Roadmap; Microsoft Azure; <b>Monster</b> – Direct mailing B2B and B2C, <b>Muet &amp; Shandon</b> – Wine and Champagne website texts, blog posts; <b>North Face</b> – website content; <b>Olympus</b>

- Camera press releases, website content; **Outokumpu** - website content  
**Philips Lighting/Signify** - Website content, brochures for Philips Hue and B2B Lighting range; **Speedo** - Website; **Tetrapak** - Management coaching program;  
**Timberland** - Adverts; **The Nuance Group** - tender for airport retail shops,  
**YoyoBooks** - children's books; **Vertu** mobile phones - website content; **Zumba** - website content, email communication, advertisement  
**Italian-German: Jeep Outfitter** - Website, **Eurograte** - Website, **AGIP/ENI** - internal business communication, doctoral thesis on financial futures: "Financial Futures: stabilità o crisi dei mercati", market questionnaires, **Speedo** - video transcripts, website content.

<ul style="list-style-type: none"> <li>● <b>Occupation</b></li> <li>● Main activities and responsibilities</li> <li>● Project References examples</li> </ul>	<p>March 2001 until July 2013</p> <p><b>Brand consultant: Analyzing the strengths of companies and brands</b></p> <p>"Brand analysis": consulting customers on how to reinforce "the strength of their brand"</p> <p>With <b>Signum Forte</b>: "Markenseminar" for MediaMarkt/Saturn, Victorinox; sales program for Breitsamer, Komptech, Filzfabrik Fulda; designing the agency web site, logo, communication for the brand consultancy "Signum Forte" (<a href="http://www.signumforte.de">www.signumforte.de</a>), support in preparing PowerPoint presentations for Signum Forte</p>
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<ul style="list-style-type: none"> <li>● <b>Occupation</b></li> <li>● Main activities and responsibilities</li> </ul>	<p>January 2001 - March 2003</p> <p><b>E-learning Project Assistant</b></p> <p>8 hours a week: Testing, proof reading, translation and correcting online courses, articles and e-learning programs for php, MySQL, HTML, JavaScript, Macromedia Flash, both in English and German</p>
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<ul style="list-style-type: none"> <li>● <b>Occupation</b></li> <li>● Main activities and responsibilities</li> </ul>	<p>October 1996 - August 1999</p> <p><b>Assistant at the Insitute for Medical Informatics, Biometry and Epidemiology at the University clinics of Essen</b></p> <p>19 hours a week: Managing and administrating the institute's library; Making interviews and data input for a Multicentric case-control-study of risk factors for cancer, using Access and SPSS.</p>
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<b>Education and training</b>	
<ul style="list-style-type: none"> <li>● Organization</li> <li>● Principal subjects</li> <li>● Title of qualification</li> </ul>	<p><b>October 1994 - August 1999</b></p> <p>University of Essen, Department of Languages and Literature, Department of English, Department of Sociology</p> <p><b>General and Comparative Literature, English, Sociology</b></p> <p>Magister Artium (Master of Arts), final degree very good</p>

<ul style="list-style-type: none"> <li>● Organization</li> <li>● Principal subjects</li> <li>● Title of qualification</li> </ul>	<p><b>October 1993 - August 1994 (Anno accademico 1993-1994)</b></p> <p>Università di studi di Pisa (University of Pisa), Italy; Facoltà di Lingue e Letterature Straniere / Department of Foreign Languages and Literatures</p> <p><b>Lingua e Letteratura Italiana</b></p> <p>Studiante nell'Ambito del Programma "Erasmus"</p>
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	<b>October 1990 – August 1993</b>
• University	University of Essen, department of Languages and Literature, Subjects: General and Comparative Literature, English, Sociology
• Principal subjects	<b>General and Comparative Literature, English, Sociology</b>
• Title of qualification	“Zwischenprüfung im Magisterstudiengang” (intermediate examination)

	<b>August 1983 – April 1985</b>
• Organization	Kirchliche Hochschule Bethel (Bielefeld), Germany, Dep. of Theology
• Principal subjects	Courses in Latin, Old Greek, Old Hebrew, finished with diplomas “Latinum”, “Graecum”, “Hebraicum”

<b>Personal skills and competences</b>	
Mother tongue	<b>German</b>
Other languages	<b>English, Italian, French, Latin, Old Greek</b>
Technical skills and competences	Advanced knowledge of personal computer technology, good technical understanding and practical application; Working with Trados SDL 2023; Using AI tools ChatGPT (Open AI), Gemini (Google), CoPilot (Microsoft) and others
Artistic skills and competences	Advanced skills in writing stories and poetry (“Autorenlehrgang” Folkwang Hochschule Essen); translating children books in rhyming language; author of the novel “Die Confession”.

Söding-St. Johann, 10 March 2024

Peter Gennet