

François Cassard

TECHNICAL & BUSINESS COMMUNICATIONS TRANSLATOR

French born, national & resident

Freelance since Jan. 2008

over 30 years experience in engineering/marketing/business in the Industry



LANGUAGE SERVICES DESCRIPTION/EXPERIENCE :

Language pair: English (UK+US) > French (FR+EU)

Services:

- Translation
- Review : revision [Source > Target] + proofreading [Target] + editing [Target]
- Rewriting/Copywriting : technical & marketing communications



Field of experience:

	Specialty	Typical achievements	Typical Applications (extracts)
Technical documents	Products/services information	- Product data sheets	- Industrial valves
		- User's manuals	- Foundry components
Business Communications	External (Sales, Marketing, advertising,...)	- Sales brochures/catalogues/leaflets/...	- chemical products
		- Sales proposition	- Programmable controllers
		- corporate reports/announcements	- sewing machines
	Internal (procedures, instructions,...)	- Internal letters & magazines	- industrial control equipment
		- QA procedures	- lawn mowers range
		- Internal training documents	- Engineering services
		- Safety instructions	- (US industrial Group)
Misc. Localization projects	Global Web material (+ misc. Electronic & printed supports)	- (e-learning) courses & trainings	- (Distribution Group)
		- control softwares for industrial equipments	- elevators maintenance
			- purchasers training (logistic chain)

Customers/end users: (direct) Global industrial Groups, Agents/importers/Distributors (France), trade organisations,...
(undirect) worldwide Translation agencies,...

Source formats handled:

(base): Text/MS-Word (.doc[x]) or preset CAT tools formats (Tageditor, SDLX, Transit, Catalyst,...)
(with addit. processing): MS-PowerPoint (.ppt) & Excel (.xls[x]), main Web formats (.htm[l], .xml,...), main DTP formats (.indd, .qxd, .pmd,...)
(on demand): Adobe-Accrobat (.pdf) & various photocopied documents

Production means & resources:

- Computer base: 2 PCs / MS-Windows (XP + Vista) environment / MS-Office suite (up to v.2007) + DSL fast Internet connexion
- CAT tools: SDL-Trados (up to v.2007), Transit NXT, Catalyst 8.0, SDLX, Pasolo and other CATs on demand
- Linguistic tools: various dictionaries & Internet resources / french specialized linguistic & editing tools (Cordial v.2007-Pro,...)
- OCR tools: Able2Extract, OmniPage
- DTP tools: (on demand) InDesign (v.CS2), Photoshop (v.CS2)
- Quality Control: job completion according to EN15038 + SDL-Trados QA procedures

PROFESSIONAL BACKGROUND/EXPERIENCE (as employee / 1974-2006):

- Specialty: Engineering / Sales & Marketing
- Positions: From Sales Engineer to Sales Director
- Employers: International trade actors / from local small business (FR) to large global Groups (european, US)
- Business: Industry / Manufacturing and Distribution (B2B/B2C)
- Applicative Markets: Process Industries (nuclear, oil, chemical, paper, plastic, food,...), Appliance Industries (air conditioners, refrigerators & various home appliances,...), Marine Industries (shipowners, shipyards), Misc. Industries (transport, computers,...)
- Products: Instrumentry & automation components (gauges, sensors, controllers, PACs/PLCs, actuators & power drives,...), Chemical applications (Industrial cleaners, fuel & water additives, passivating products,...), Electrical components (Electric Motors, Hermetic Compressors, pumps,...), Line components (Valves, Fittings,...)

EDUCATION BACKGROUND:

- DESS-CAAE (MBA-type degree from the french University) - Rouen Institut d'Administration des Entreprises (1995-96)
- DUT Mesures Physiques (technical degree in physical measurements) - Rouen Institut Universitaire de Technology (1971-72)
- "Baccalauréat-D" (A-level type certificate / speciality: sciences) - 1968

LANGUAGE SKILLS:

- French: - mother tongue / writing practice : medias, commercial & technical literature, writing workshops...
- English: - business English / level C1 (EC scale) - TOEIC "gold" (925) + practice for >30 years. Knowledge of specific terminology for industry technics, external communication (sales & marketing) and corporate procedures (global companies)
- Technical terminology knowledge in above mentioned industrial fields of experience
- usual british and american english language (and culture) fluent practice
- Additional languages: Spanish (usual castilian & latin american) : basic + Russian : academic (5 years learning)