

Personal Profile

Highly motivated, diligent and effective visual thinker with a keen eye for detail – excellent at anchoring copy with the right visual and seeing a project through from initial idea to finished product! I am also very personable and am able to listen carefully, understand and interpret briefs intuitively – assets that have helped me in getting people to open up and work with me when promoting their story, business or achievement. My particular strength is fact-finding and turning information into readable copy that drives the message home. I have native-level fluency in both English and German and have, for the past 15 years, worked as a professional freelancer, translating, proofreading and post-editing content from a diverse range of public and private sectors, including NGOs.

I love skiing, watersports and photography and am a dedicated anti-plastic campaigner. In December 2019 I self-published a 120-page photo book titled "The Snow Book" – The Magic of Les Trois Vallées, which is on sale in Méribel, France, and online.

Experience & Skills

Written Communication / Online & Offline Production

- Translate and copywrite for international clients (directly in InDesign if requested)
- Edited and proofed online and offline information materials and instructed lecturers on how to best advertise their courses on the college's course database
- Proofread the 221-page Swiss Environment Report 2018
- Press launched a new business, a fundraising event, and a Tate St Ives Spring Exhibition
- Critically assessed UK waste management and campaigned, backed by my local MP, for a change in the charging policy to effect an improved recycling infrastructure
- Researched deforestation and wrote compelling web copy for an eco-friendly timber flooring start-up, helping the company achieve FSC accreditation
- Produced copy and creative concepts for post-16 college ads, posters, leaflets, brochures, websites and exhibition stands, taking projects from initial idea through to print-readiness
- Project-managed the rebranding of all promotional materials after the merger of several FE colleges into the Cornwall College Group, ensuring adherence to the new corporate style
- Took the photographs to accompany press stories or to use as visuals for print materials
- Created a steady stream of press stories based on desktop research, interviews, or event coverage and dramatically raised the public image of two FE colleges

Programme and Event Organisation / People Skills

- Created and personally delivered total-immersion English courses for foreign learners of all ages and abilities, creating a unique learning and holiday experience
- Organised regional, national and international press/media attendance for the opening of a Tate St Ives exhibition, maximising visitor attendance
- Designed and presented educational tours in both German and English to Tate visitors
- Ran an art workshop promoting Tate & Cornwall to a group of German journalists
- Managed a prestigious ceramics gallery, handling all PR and the day-to-day accounting, organized exhibitions and private views, created eye-catching window & shop displays
- Produced faculty banner stands for college Open Days/Evenings and worked out the best route for visitors to move around event grounds, preparing and installing the necessary signage

Employment History

13/ - present	pointblank adds English language courses to the mix and becomes: englishplus
05/ - present	Freelance Translations/Copywriting/PR – pointblank , St Ives, Cornwall
10/04-06/05	Studio Manager/Proofreader – Nixon Design Ltd , Hayle, Cornwall
02/04-04/04	Interim Press Officer – Tate St Ives , St Ives, Cornwall (part-time, 2 months contract)
08/02-09/04	Gallery Manager – St Ives Ceramics , St Ives, Cornwall
2000-2002	Marketing Executive – Cornwall College , Camborne, Cornwall
1999-2000	Marketing Assistant – Penwith College , Penzance, Cornwall
1994-1999	Freelance Educational Tour Guide & Interpreter – Tate St Ives
1987-1994	Self-employed – Beachside Guesthouse , St Ives, Cornwall
1986-1987	Bilingual PA – The Swiss Connection Co Ltd , Highgate, London
1983-1986	Medical PA – Kliniken St Antonius , Wuppertal, Germany

Education & Professional Training

2017	Digital & Social Media Marketing, 4-day course
1996-1999	First Class BA (Hons) Visual Culture (Critical Analysis/Cultural Studies)
1994-1996	BTEC Diploma in Art & Design, Foundation Studies – Distinction
1992	TEFL-Certificate, Teaching English as a Foreign Language – Grade A
1987	Cambridge Certificate of Proficiency in English
1981-1983	Qualification in newspaper publishing, 2-year training with a German daily
1979-1981	Qualified doctor's assistant, 2-year apprenticeship with ophthalmologist
1978-1979	Voluntary social work year, working with repatriated Polish refugee children
1978	International Baccalaureate equivalent

ADDITIONAL INFORMATION

Born and raised in Wuppertal, Germany

Moved to UK in 1986, have lived in London, Bristol and St Ives, Cornwall (home address)

Hobbies – skiing, water sports, making jewellery, travelling, photography, art & design

Special Interests – current affairs, environmental and humanitarian issues

Clean driving license Non-smoker One grown-up child

Writing Samples

- **Published writing**
 - 'The Snow Book' *Self-published photo book*, December 2019
 - 'Forest-friendly Flooring' *Cornwall Life*, April 2009
 - 'A Riverside Conversion' *Cornwall Life*, December 2008
 - 'Squaring the Circle' *Ceramic Review*, June 2005
- **Book translation**
 - 'Ceramics: A Lifelong Passion' by Peter Siemssen, translated/published in 2008
- **Social Media**
 - Facebook/Instagram:** @englishplusstives @martinaheintke.photography
 @wastefreeseas @thesnowbook2019