



Mark Wilshin

Originally from the UK, I'm a European at heart, having studied French and German and lived in Bavaria, Berlin, Paris and Barcelona. With a love for languages, I'm **fluent in French and German**, speak confident Spanish and Italian and I'm currently teaching myself Japanese.

WHO AM I?

- Experienced DE/FR>EN translator and localisation manager with over 10 years' professional experience
- Effective communicator and collaborator, managing budget of €100k and over 2m words annually
- Confident wordsmith and copywriter, passionate transcreator of engaging inspirational copy
- Keen eye for detail – especially when it comes to spelling, grammar, syntax, meaning and consistency
- Experienced subtitler with over 10 years' professional experience

EXPERIENCE

Founder (August 2020 to present)

[WeWrite Gbr](#), Berlin

- Co-founded website localisation agency WeWrite, specialising in SEO-optimised translation
- Multilingual website localisation and translation provision for various clients including, Vodohod Russian River Cruises, UndGretel, InnoNature, Gitti, Everdrop, Smartwatcher, Ehrler & Beck, Alpenglügen
- DE>EN translation of marketing materials, packaging, web copy
- SEO-optimised EN content creation for Kuriosis

Localisation Manager (2013 to 2021)

[G Adventures GmbH](#), Berlin

- Managing all localisation (1 translation coordinator and 27 freelance translators across 13 languages) from recruitment and style training to QC and invoicing
- Quality Control and implementation of all translation (product, website html, marketing collateral, partner APIs, contracts, customer solutions etc.)
- Transcreation and copywriting new content for over 150k consumers (Brand slogans and trademarks, original consumer piece *Where To Travel*, press releases)
- DE>EN translator of all trade and consumer press coverage
- Annual EN>DE localisation of brochures for Germany, Austria, Switzerland (<1 million words across 6 brochures, +250k distribution)
- Selection, implementation and maintenance of Translation Management System (Transifex) with over 10m words and translation memories

- Developing +10k- word Style Guides and Glossaries for 9 European languages and *ES/FR* variants
- Captioning inhouse video assets and feature documentary *The Last Tourist*

Freelance Filmmaker (2016 to present) [Dog And Wolf Films](#), Berlin

- Wrote, directed and co-produced *Sodom* (2017) distributed by TLA Releasing, appearing at festivals all over the world (LA Outfest, East End FF, Copenhagen Mix, Melbourne, Atlanta, Roze Filmdagen et al), shot over 13 nights on a microbudget with a cast of two and a crew of 25.

Subtitling Production Manager (2011-2013) [Red Bee Media Ltd](#), London

- Line Manager for 20+ subtitlers with focus on quality and to-target performance
- Improved departmental quality and efficiency through software modifications (Quantum)
- Training of new subtitlers

Subtitling Trainer (2010-2011) [Red Bee Media Ltd](#), London

- Trained 150+ subtitlers and respeakers in new software (Quantum) in offices in London, Cardiff, Glasgow, Belfast, Melbourne and Sydney

Freelance Content Creator (2009 to 2016) [Dog And Wolf Ltd](#), London

- Editor and writer for online film magazine [dogandwolf.com](#) liaising with PR, distributors and premiere film festivals for accreditation etc.
- Recruitment of freelance journalists
- Optimisation through SEO and Social

Subtitler (2004-2010) [BBC Broadcast/Red Bee Media Ltd](#), London

- Subtitled (keyboard and respeaking) a variety of programmes for BBC, UKTV and Channel 4 both pre-programmed and live, according to client style guidelines
- Quality control for accuracy (grammar, timing, research)

EDUCATION

- Double B.A. Hons French & German (1996-2001)
University of Manchester (Double First)
- A Levels & GCSEs (1988-1995)
Bedford Modern School (All A grade)

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