

# KARINA IOFFE

TRANSLATOR - ENGLISH / FRENCH > GERMAN



## PROFILE

I offer high-quality translations with a specialty in E-commerce and Web Marketing. With 9 years of experience in localizing, translating and updating international websites, I'm used to working with different back offices, formats, and CAT tools.

## CONTACT

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## EDUCATION

Oxford Brookes University  
(2013 - 2014)  
MSc International Business Economics

Université Paris Sorbonne (Paris IV) /  
Friedrich-Wilhelms-Universität Bonn  
(2010 - 2013)

**BA Linguistics, Translation &  
Literature**

## SKILLS

- **Languages:** German (native), English (fluent), French (fluent),
- **Translation:** English/French > German
- **Specialized in:** E-commerce & Marketing. Web pages, product descriptions, marketing, social media, SEO, Google Ads.
- WordFast, OmegaT, Poedit, WPML (WordPress)
- Basic HTML knowledge

## WORK EXPERIENCE

### FREELANCE TRANSLATOR

SINCE 04.2018 - BOURGES, FRANCE

Translation of website content, marketing content and entire websites (for clients opening online stores in German).

Product descriptions, marketing content (promotions, brochures, displays, newsletters, social media), SEO, Google Ads, CSR.

Main industries: home decor, furniture, luxury, sportswear, fashion (clients include Habitat, RAYMOND WEIL, Columbia, Avent Media).

### PROJECT MANAGER - GERMAN MARKET

10.2015 - 12.2017 - PARIS, FRANCE  
HABITAT DESIGN INTERNATIONAL

Translating content into German: web pages, product descriptions, marketing content, newsletters, AdWords content. Localising content, offers, and products for the German market. Managing local projects for the German market.

### TRANSLATOR - GERMAN MARKET

09.2014 - 10.2015 - PARIS, FRANCE  
VENTE-PRIVEE.COM

Translating and localising flash sales for the German market.

### FREELANCE JOURNALIST

09.2012 - 08.2013 - BONN, GERMANY  
RHEIN-SIEG-ANZEIGENBLATT GMBH & CO.

Writing articles about cultural events and local news.