

Contact

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www.linkedin.com/in/bredeohnstad
(LinkedIn)

www.beatport.com/label/odinstad/69688 (Company)

www.transcendental-meditasjon-kurs.no/indrero/ (Company)

soundcloud.com/jarlung (Blog)

Top Skills

Localisation

App localization

English-Norwegian translation

Certifications

Sertifisert Google AdWords-partner

Honors-Awards

Referanse etter TM kurs - Ingrid 36

Referanse etter TM kurs - Hang Doan

Referanse etter TM kurs - Evy orvik

Referanse etter TM kurs - Jan Madsen

Referanse etter TM kurs - Ann Lena Romberg

Publications

Den essensielle guiden til PPC-annonsekampanjer i sosiale medier For norske og skandinaviske bedrifter. Hvis bedriften din selger noe på internett, har du ikke råd til å ignorere potensialet som PPC-markedsføring på sosiale medier kan tilby din bedrift.

Paid search traffic: An investigation into the impact of "trust cues" on website conversion.

Sammendrag: Rollen Internet spiller; En studie av 16 827 gjennomførte bilkjøp.

Brede Ohnstad

MBA, English-Norwegian translator, TM-teacher

Voss, Vestland, Norway

Summary

If you think poor copy is detrimental to conversion rates, wait til you hear about poor translation! Marketing content, in particular, must be translated to capture the essence of the original message while still resonating with a Norwegian audience.

I have three years of full-time experience as an English-to-Norwegian (Bokmål) translator and proofreader. I am particularly qualified to meet the linguistic, cultural, and technical requirements of a Norwegian business audience.

With a Master of Business Administration degree from Liverpool University, I bring a strong foundation in business to my work as a translator. I mainly focus on marketing, business, technology, technical, and legal translations. In addition to my translation work, I am also a certified teacher of Transcendental Meditation.

Experience

Odinstad Helse

English-Norwegian translator

April 2020 - Present (3 years)

Voss, Norge

Translation experience

UI and UX translation:

I am currently part of a Nordic team working on UI and UX translation for a leading global technology company. My responsibilities include translating support and marketing articles, error messages, legal contracts, buttons, and menu options while adhering to the brand's style guides and glossaries for consistency in voice and tone. I joined the team in November 2022 and spend around 50 % of my capacity on this project today.

I translated over 300,000 words for this client in 2022 (around 50% of this content was marketing articles, 25% was support articles, and 15% was legal contracts) Marketing, support, and legal content all had very different translation guidelines to ensure the voice was authentic for a Norwegian audience. Marketing translations, for instance, needed to be more 'rewritten' to sound natural.

The client has high standards for language quality, which involves regular detailed editor feedback.

Subtitling and quality control/proofreading:

I have done translation and quality control/proofreading for streaming content such as popular series, documentaries, and feature films.

For example, I quality-controlled 80 episodes of NYPD BLUE for a leading global streaming service.

Norwegian to English translations:

I have translated feature films from Norwegian to English, including "Det største i verden", based on the book "Fiskerjenten" by Norwegian author Bjørnstjerne Bjørnson with Herbjørg Kråkevik in the lead role (<https://www.imdb.com/title/tt0235796/>), and Elling - Love Me Tomorrow (<https://www.imdb.com/title/tt0472767/>)

Translation tools:

I have experience with CAT tools and machine-translation post-editing.

Important Intellectual property considerations:

I am conscious of handling intellectual property, sensitive information and business secrets properly. I endorse ProZ.com's Professional Guidelines for translators and comply with the strictest interpretation of the European privacy laws (GDPR).

Maharishi senter for Transcendental Meditasjon

Transcendental Meditasjon instructor

March 2015 - Present (8 years 1 month)

Bogstadveien 27 B

We provide comprehensive courses in the effortless and effective mental technique of Transcendental Meditation, as taught by the renowned spiritual leader Maharishi Mahesh Yogi. Our organization, the Maharishi Foundation

Norway, is the official representative of Transcendental Meditation in Norway and is dedicated to offering high-quality instruction in this transformative practice. We invite you to discover the many benefits of Transcendental Meditation and join our community of practitioners today.

Certified Erickson coach i Odinstad Helse

Certified Erickson coach

January 2013 - Present (10 years 3 months)

Oslo, Norway

I am a certified life coach, executive coach or business coach, and use coaching and mental techniques based on the ICF-accredited program The Art & Science of Coaching from Erickson Coaching International.

I use Skype to coach people (in English) from all over the world.

Utsøkt AS

Partner

February 2009 - December 2015 (6 years 11 months)

Oslo, Bergen

Utsokt AS is a Norwegian PPC agency. Our search engine strategies have resulted in over 30,000 documented sales/leads for our approximately 200 customers.

You cannot be the best at everything, which is why we have a focused approach to Google AdWords campaigns. For example, we create thousands of search terms and combinations of search terms divided into different segments. Dozens or hundreds of ad versions are tested against each other over time. We also test different versions of your landing pages to see which ones work best.

7-Fjell Kapital AS

Marketing Advisor Internet / Markedsrådgiver Internet

2003 - 2009 (6 years)

I ran the Interaktiv24 department for 7-Fjell Kapital. We primarily managed Google AdWords accounts for 7-Fjell Kapital's own financial products and also managed accounts on behalf of small businesses.

GSM Senteret

Sales Consultant / Salgskonsulent

1998 - 2001 (3 years)

Bergen, Hordaland fylke, Norge

Sales of business mobile phone contracts and equipment to small and medium-sized businesses in Vestland for the Telia and Chess networks.

Hi-Fi Center Kjeden

Store seller / Butikkselger

July 1995 - July 1998 (3 years 1 month)

Part-time store seller for the Hi-Fi Center Chain, (now Soundgarden). Sales of high quality HI-FI and home theater systems.

Telecom Bergen

Telecom installer / Kabelstrekker

February 1994 - January 1995 (1 year)

Part-time employee as a cable extension assistant. A typical assignment was to lay out new telecommunication cables when a company changed to a new telephone exchange or upgraded to new ISDN lines.

Cafe Smak og Behag

Cleaner / Oppvaskmedarbeider

February 1993 - January 1994 (1 year)

Lagunen Storsenter - Bergen

Part time job, after working here during the school work week.

Bergensavisen AS

Paperboy / Avisbud

May 1991 - October 1993 (2 years 6 months)

Paperboy at Bergensavisen, local newspaper i Bergen.

Education

University of Liverpool

Master of Business Administration - MBA, Marketing · (2009 - 2013)

University of Bergen (UiB)

Grunnfag Psykologi, Psykologi · (1998 - 1998)