



Heidi Kersch, FITI – German Translator
Experienced, creative & reliable



Career milestones so far:

- Staatl. Gepr. D&Ü, Munich (equivalent to BA in Translation & Interpreting)
- Diploma in Marketing
- 2 years in Product Management with Bayer Diagnostik GmbH
- 3 years in Marketing Communications with Lotus Development GmbH
- ITI exam in 1992
- Over 15 years experience as a freelance translator
- 6 years experience as a director of Salford Translations Ltd.
- Fellowship of the Institute of Translation and Interpreting (ITI)
- Examiner of the Chartered Institute of Linguists (CIOL)
- Chair of the Northwest Translators Network

**Major translation projects in 2015 -
in total translated and edited over 650,000 words**

Technical translation approx. 24,000 words general technical texts plus 26,000 words website materials about textiles plus 12,000 words automotive (Harley Davidson, Jeep, Honda, Nissan) plus 120,000 words website material for data logging instrument manufacturer

Over 110,000 words **IT and telecom** including instructions, mobile apps & software localisation, copy transcreation for the quarterly corporate magazine of a leading TV content & cable provider etc.

Over 120,000 words **medical translations** including device manuals, package inserts for microbiological diagnostics, regular corporate magazines and online training courses for leading pharmaceutical companies

Approx. 200,000 words **marketing and management materials** (websites, brochures, press releases; code of conduct, anti-bribery, competition law & performance management training courses). **New trends** here are **sustainability** and **training materials for recruitment companies**.

Approx. 30,000 words **general translation** (market research questionnaires, tourism, food and beverages, cosmetics etc.)

Additional services: **Copy editing** (e.g. editing Dutch-German translations of quarterly interior decorating magazine), **website keyword research**, translation assessments.

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Public Speaking and Teaching Engagements in 2015

- Teaching webinars and guided discussion sessions for ITI Setting Up as a Freelance Translator (SUFT) course in January and September
- Ongoing mentoring for current and previous SUFT course participants
- Presentation about Careers in Modern Languages at Aston University Birmingham
- Lecture on editing and revision at University of Manchester (UMIST)
- Lecture series on software localisation and website translation at University of Salford
- Presentation about the Institute of Translation and Interpreting and CDP opportunities for translators and interpreters at University of Central Lancashire (UCLAN)
- Presentation “People+Process=Success” at the Language Summit of the Association of Translation Companies in Manchester

Other CPD activities

- ITI Conference in Newcastle upon Tyne providing assistance at the Fellows’ information desk
- Obtained ITI CPD certificate for membership year 2015/2016
- Visited family in Germany (3x2 weeks), 1 week in Italy brushing up Italian language skills
- Watch German news, documentaries & films daily (approx. 10 hours per week)
- Keep up to date with German current events & read the following publications regularly: Der Spiegel, Chip & c’t computer magazines, Brigitte, Freundin (for women's issues, cosmetics, advertising etc.)
- Alternate reading German and English fiction at a rate of 1-3 books a month. Also read French and Spanish.
- Listen to German language audio books (Audible subscription), often with the express purpose of comparing the German translation to English original text.
- Speak German every day with friends, family members & colleagues
- Participate in German chat rooms on current affairs, computing, health & women's issues
- Active Fellow of the Institute of Translation and Interpreting
- Chair of the North West Translators Network
- Active contributor to numerous online translators’ forums

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