



Sabine Sapp, PGCert

English > German Specialist Translator
- Postgraduate Certificate in Principles and Practice of
Translation *with Merit* – City, University of London -

An individual member of the American Translators Association

ata **American Translators Association**
The Voice of Interpreters and Translators

Appealing German texts for your success

Areas of Expertise

- » Marketing · Communications · Advertising
- » Travel · Tourism · Hospitality

Profile

Sabine Sapp, PGCert
www.sabine-sapp.com

English > German Translation and Transcreation | Editing and Proofreading



What you can expect from me

- » Time investment to analyze and completely understand your specific needs
- » Identification with your goals and your message you want to get across to your German-speaking target audience
- » Value-adding solutions rather than just German translations, i.e. German texts that have a positive impact on your image and brand, as well as on your sales and profits
- » German texts that sell to your target audience
- » Friendly, professional and personalized service
- » Transparent pricing

About me

Who I am and what I do

Based in the beautiful Hanseatic city of Bremen, I have been a full-time freelance translator and transcreator since 2013.

I have successfully helped clients from the English-speaking countries communicate in accurate and effective German since 1995.

Just like many competent entrepreneurs, I have a can-do attitude and this means I am able to tackle challenges. My simple goal is to make a valuable contribution to your success by providing you with German wow factor texts.

My ideal clients are...

- » international companies as well as small and medium-sized enterprises (SMEs),
- » companies in the travel and tourism industry,
- » four- and five-star hotels, resort hotels, boutique hotels,
- » publishers of guidebooks,
- » advertising agencies,
- » PR and communications agencies,
- » translation agencies.

Do you work in an international company, a small and medium-sized enterprise or in one of the above mentioned industries and have a translation or transcreation project in mind? Please feel free to get in touch with me to discuss the details of your project. My e-mail address: [sabine\[at\]sabine-sapp.com](mailto:sabine[at]sabine-sapp.com)

References

Confidentiality is a fundamental part of my business policy. This is why I do not disclose the names of my clients.

My educational background

- » **Master's-level Postgraduate Certificate in Principles and Practice of Translation *with Merit***
(English > German Translation Practice | Applied Translation Theory)
City, University of London (School of Arts and Social Sciences), United Kingdom
- » **Certificate in Continuing Studies (English > German Translation Practice)**
City, University of London (School of Arts and Social Sciences), United Kingdom
- » **Certified Multilingual Secretary**
(English <> German | French <> German | Spanish <> German)
The Bénédict School International School of Languages, Osnabrück, Germany
- » **Fachhochschulreife (University of Applied Sciences Entrance Qualification)**
(Business studies | Economics | Accounting | Economic geography | German | English | French)
Zweijährige Höhere Handelsschule (Commercial College [2 years]), Bremen, Germany

My employment background prior to launching my boutique translation business

- » **In-house English > German Translator** in the **Marketing department** of an international company
(Medical Technology Industry)
Translated or transcreated the following text types: marketing and product brochures, product information, press releases
Translated the following text types in close cooperation with the technical manager: data sheets, help files, user and reference manuals
- » **Multilingual Secretary** (Gas Pipeline Construction Industry | Woodworking Machinery Industry)
- » **Personal Assistant** (IT Service Industry)

What else might be of interest to you?

My second area of expertise – **Travel · Tourism · Hospitality** – was born out of my passion for traveling, foreign countries and cultures, flora and fauna, picturesque landscapes, and exciting cities.

Apart from translating and transcreating, I enjoy attending professional development events (translation-, marketing-, travel-, tourism-, and hospitality-related), reading (in English and German: quality newspapers, guidebooks, marketing and advertising magazines, books about foreign countries and cultures), cooking, photographing, hiking and biking in the close-by nature, and traveling.

Services

› Translation and Transcreation (English > German)

You will receive from me publication-ready German texts that help you stand out in your industry.

— Areas of Expertise —



German texts that make your company, products or services shine and win you more customers

- › Advertising and marketing texts
- › Corporate profiles
- › Image brochures
- › Presentations
- › Press releases
- › Product brochures
- › Product information
- › Web content



Texts that win your German-speaking readers' hearts and drive travel bookings

- › Advertising and marketing texts
- › Guidebooks
- › Travel brochures and tourist information
- › Web content



Persuasive German texts that sell the luxury accommodation experience

- › Advertising and marketing texts
- › Guest information
- › Hotel, guesthouse and vacation rental brochures and descriptions
- › Web content

Services

› Editing and Proofreading (German texts in the above mentioned areas of expertise)



Would you like to ensure that your existing German texts are flawless and help you reach your target audience effectively?

If so, let me check your texts for clarity, readability, appropriate style, tone and register, correct grammar, spelling and punctuation, as well as for typing errors.

Note: For quality reasons, I do **not** offer Machine Translation Post-Editing (MTPE) services.

Quality assurance

Well-written and error-free texts

I always ensure flawless German texts by...

- » carefully researching terminology-, subject area-, product- or service-related questions.
- » carefully checking the translations or transcreations for...
 - › conformance with the English source texts, completeness, consistent and correct terminology;
 - › technical accuracy, clarity, readability;
 - › appropriate style, tone and register;
 - › correct cross-cultural adaptation and brand consistency;
 - › correct grammar, spelling and punctuation;
 - › typing errors.

If requested, my translations or transcreations will be additionally edited and proofread by a second translator.

Your benefit: This so-called cross-check principle ensures maximum quality.

To be able to guarantee you high-end texts,...

- » I attach great importance to having sufficient time for the completion of your translation or transcreation projects.

Your benefit: You will save additional time and costs for reworking the texts.

It goes without saying that I will meet promised deadlines.

Your investment

As a language expert, I am passionate about helping you win your German-speaking target audience's hearts and increase your ROI.

» Translation and Transcreation

- Marketing · Communications · Advertising -

When working with me, you will invest in natural-sounding, well-flowing, appealing texts that...

- › present your company, products or services in a positive light.
- › are adapted to your German-speaking target audience.
- › help you sell your products or services successfully in Germany and the German-speaking countries.
- › help you generate more sales and profits.

» Translation and Transcreation

- Travel and Tourism -

When working with me, you will invest in natural-sounding, well-flowing, appealing texts that...

- › describe the breathtaking scenery and magnificent coastal scenery, the flora and fauna, the numerous tourist attractions as well as the culture and history of your country vividly and convincingly to arouse your German-speaking readers' interests and inspire them to make a booking.
- › entice your German-speaking target audience to come to the beautiful and exciting travel destinations in your country.
- › help you ensure that prospective and regular German-speaking visitors feel welcome and valued.
- › help you win more first-time and regular visitors to the popular tourist regions in your country.

» Translation and Transcreation

- Hospitality -

When working with me, you will invest in natural-sounding, well-flowing, appealing texts that...

- › present your resort hotel/luxury hotel/boutique hotel/guesthouse/vacation rental in a positive light.
- › arouse your German-speaking readers' interests and inspire them to make a booking.
- › help you ensure that prospective and regular German-speaking guests feel welcome and valued.
- › help you win more new and regular guests.

Contact information

I look forward to your inquiry and to working with you!

Sabine Sapp, PGCert

English > German Specialist Translator

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Germany

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(Please contact me via e-mail or Skype only. I will inform you on request of the reason.)

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