

**Sylva-Michèle Sternkopf, PhD**  
*Copywriter and Translator English | German*  
*Member of the German Copywriters Association*  
*Member of the British Institute of Linguists*

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## OBJECTIVE

to assist international clients in marketing their products and services successfully to German-speaking markets

## CORE COMPETENCIES

excellent German and English language and communication skills  
top-copywriter and translator in German and English (member of German Copywriters Association)  
high creative potential  
ability to write sizzling texts that pack a punch with your target group  
great variety of text types and styles – avant-garde, factual, smart or peppy, but always out-of-the ordinary  
development of successful communication concepts for the German market  
cultural adaptation of advertising messages  
reliability, speedy delivery and accuracy

## PROFESSIONAL EXPERIENCE

since January 2000

### Freelance translator and copywriter

specializing in international marketing communications

- translate English <> German, always reckoning with the target culture and peculiarities of the target market
- fields of specialization: advertising, marketing, journalism, tourism, PR, business, literature, arts, engineering, telecommunications, IT
- interpret at international meetings, negotiations, trade shows
- develop advertising concepts for international companies
- write high-profile advertising copy in German and English
- organize, manage and control a network of graphic designers, photographers, language experts, web designers, printers and marketing specialists
- as a network, we can deliver complete results (all in English and in German):
  - o brochures and catalogues
  - o websites
  - o print adverts
  - o posters and other presentation material
  - o customer and employee magazines
  - o press releases
  - o direct mailings
  - o subtitling
- organize and give lectures in intercultural communications
- teach English language courses, among others for the German Chamber of Commerce and high-ranking Saxon organizations
- organize and give lectures in copywriting and linguistics (German and English), e.g. at the Universities of Chemnitz and Dresden, Germany
- conduct international market research on the internet

- write journalistic articles for regional, national and international newspapers and magazines in German and English
- write PR-articles for German and American companies in German and English

January 2001–July 2004

#### **PhD project in International Communications Management**

- subject of the thesis: “Developing a method of how to optimise international communication strategies in German SME’s”
- the study is based on an empirical survey
- developed questionnaire, including the following subjects of investigation:
  - o Export strategies
  - o International marketing strategies
  - o Language skills and intercultural training
  - o Sales material
  - o Trade shows
  - o Internet promotion
- evaluated the questionnaire using SPSS (statistics program)
- followed up response by a mailing campaign and a thank-you-event
- did considerable research into the field of international marketing and corporate communications
- organized and conducted numerous interviews with leading marketing experts

September 1998 - March 2000

#### **Teacher of English and German at a High School / College in Flöha / Germany**

since 1995

#### **Freelance Business-English trainer and translator in Saxon companies**

- organized, planned and taught English language courses in companies
- fields of specialization: machine tools, motorcycles, chemical industry, fashion, porcelain, casting, business and administration
- conducted testing and evaluation of participants as part of the personnel development strategy of the customers

1994 – 1995

#### **Conference Centre of The Britannia International Hotel, London**

- helped prepare functions, conferences, meetings and banquets
- interpreted at international meetings

## **EDUCATION**

<u>Jan 2001 – July 2004</u>	PhD project International Communications Management at the University of Chemnitz, funded by a scholarship of the Saxon Ministry of Education and Science
<u>July 2000</u>	2 <sup>nd</sup> state exam as a college teacher for English and German graduated with honours (1.3; 1 being the best grade in the German school system)
<u>July 1998</u>	1 <sup>st</sup> state exam as a college teacher for English and German graduated with honours (1.2)
<u>July 1998</u>	Master of Arts (M.A.) English, German and American studies and corporate communications, graduated with honours (1.2)
<u>July 1992</u>	A-levels, graduated with honours (1.3)

## **ADDITIONAL SKILLS**

#### **Languages**

native speaker of German  
 native-like command of English  
 fluent in Russian and Dutch,  
 good command of French and Latin

**Office Related Skills**

MS Word, MS Excel, MS Access, PowerPoint, Internet, MS Outlook, SPSS, TRADOS  
MultiTerm/Translator's Workbench

Constant Internet DSL connection