




Sabine Sapp, PGCert

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

*Passionate about helping you win your
German-speaking target audience's
hearts and increase your ROI!*



Appealing German texts for your success

Areas of Expertise

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

Thank you for your interest in my language services!

This profile gives you an overview of what I can do for you, what you will benefit from, and what you will invest in.

If you have a translation or transcreation project in mind, let's talk.

Email me at [sabine\[at\]sabine-sapp.com](mailto:sabine[at]sabine-sapp.com).

www.sabine-sapp.com

Whether you need your advertising and marketing materials, product or service brochures, press releases, travel brochures and tourist information, guidebooks, hotel brochures and descriptions or your web content in German, your English texts are in safe hands with me.

When hiring me, you will benefit from my skills to create texts that help you connect on an emotional level with your intended audience.

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
- » German texts that help you enhance your image, position your brand, generate more revenue, and increase your ROI
- » Compelling and persuasive German texts that sell to your target audience
- » A friendly, professional and personalized service
- » Fixed prices

What you will benefit from

- » My...
 - › experience in translating and transcreating marketing materials since 1995
 - › regular participation in continuing professional development courses
 - › TAUS *Transcreation Certification*



- › talent for choosing the right style, tone and register
 - › strategic creativity and results-oriented attitude
 - › excellent writing, editing, proofreading, analytical and research skills
 - › inquisitiveness and perfectionism
 - › cross-cultural competence
 - › focus on areas of expertise I am experienced and passionately interested in—this is reflected in my German texts
- » You will work directly with me (no anonymous translator or transcreator | direct communication | a reliable business partner who is familiar with your products or services, your industry, and your target audience)

About me

Who I am and what I do

Based in the beautiful Free Hanseatic City of Bremen, I have been a self-employed 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.

As a language geek, my great passion is to help you grow your business by providing you with German wow-factor texts—texts that are clearly and convincingly written, linguistically and culturally adapted to your target audience.

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 |
Commercial correspondence)
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 | Commercial correspondence)
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)

About me

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 recreation areas, and traveling.

My clients are...

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

Do you work in an international company, a small and medium-sized enterprise or in one of the above mentioned industries or sectors and have a translation or transcreation project in mind? 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.

www.sabine-sapp.com

Services

› Translation and Transcreation (English > German)

German texts that help you stand out in your industry

— Areas of Expertise —



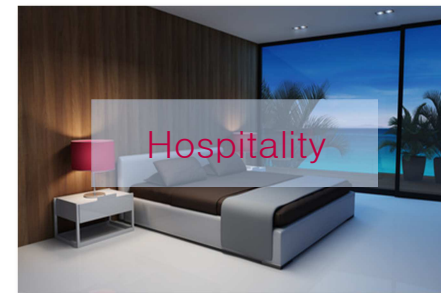
German texts that make your company, products or services shine and win you more customers

- › Advertising and marketing texts
- › Corporate profiles
- › Image brochures
- › Presentations
- › Press releases
- › Product or service brochures
- › Product or service descriptions
- › 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 inspire your target audience to choose you over other players in the hospitality sector

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

www.sabine-sapp.com

— *The World of Luxury* —

Services

German premium-quality texts for...

- › *luxury brands*
- › *the luxury travel sector*
- › *the luxury hospitality sector*

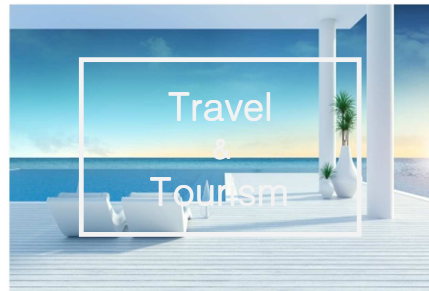
› Translation and Transcreation (English > German) | *German texts that truly resonate with your target audience*

— Areas of Expertise —



Persuasive German texts that sell your unique upscale products to your brand-conscious and discerning target audience

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



Persuasive German travel and tourism texts that sell memorable bespoke trips to your target audience with a taste for the finer things in life

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



Persuasive German texts that sell memorable stays in a little piece of heaven—your truly unique hotel

- › Advertising and marketing texts
- › Guest information
- › Hotel brochures and descriptions
- › Web content

Services

› Editing and Proofreading (German texts)

(Areas of Expertise: Marketing · Communications · Advertising · Travel and Tourism · Hospitality)



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.

What is Transcreation?



Transcreation = Translation + Copywriting + Cultural Consultation

Transcreation consists of three services:

- 1) Translation
(creation of a translation draft which is very close to the source text)
- 2) Copywriting
(linguistic and cultural adaptation of the translation draft = rewriting the translation draft)
- 3) Cultural Consultation
(consultation regarding the respective foreign market, target audience and target culture, the best solution, etc.)

Transcreation is the linguistic and cultural adaptation of your target-language text.

Your target-language text will be tailored to fit your intended audience in a foreign market. The original style and tone as well as the original intent of your source text will be maintained.

What is Transcreation?

Your transcreated message will have the same effect on your new audience as the original one has on the audience in your country.

The goal of transcreation is to get your message across in a positive and interesting way to your foreign readers.

Your target-language text needs to grab your foreign readers' attention and motivate them to take action.

Transcreation goes far beyond translation, as cultural elements like local customs, values and beliefs, socio-economic context, idioms, humor, etc. need to be taken into account as well.

In order for your transcreator to develop a five-star text (a text that reads like an original piece of writing in the respective target language written by a native speaker copywriter) for you, you will always need to provide them with a detailed transcreative brief.

When will you need a transcreation?

When it comes to enhancing your image, positioning your brand, and increasing your sales in a foreign market, a close-to-the-source translation will not be the best solution—even if the translation is accurate.

You will always need a transcreation when you want to market and advertise your brand, products or services, your hotel, a travel destination, etc. to a foreign target audience.

How will you benefit? You will receive a compelling and persuasive target-language text that a) sparks your target readers' interests in your brand, products, services, hotel, or in a particular travel destination and b) encourages your target readers to buy your products or services, make a hotel reservation, make a travel booking, etc.

The following text types require a strategic transcreative approach:

Advertising and marketing collateral ▪ *Corporate brochures* ▪ *Headlines* ▪ *Hotel brochures* ▪ *Image brochures* ▪ *Newsletters* ▪ *Presentations* ▪ *Press releases* ▪ *Product or service brochures* ▪ *Slogans* ▪ *Social media content* ▪ *Taglines* ▪ *Travel brochures* ▪ *Web content* ▪ ...

Get in touch to discuss your English to German transcreation request with me. E-mail: [sabine\[at\]sabine-sapp.com](mailto:sabine[at]sabine-sapp.com)

www.sabine-sapp.com

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 and 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 fulfillment of the requirements according to the respective transcreative briefs;
 - › correct grammar, spelling and punctuation;
 - › typing errors.

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

How will you 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 and transcreation projects.

How will you benefit? You will save additional time and costs for reworking the texts.

Of course, I will always meet promised deadlines, so you can rest assured that your own ones will not be compromised.

Your investment

Professional translations and transcreations are crucial if you want your business to flourish and grow. And for this very reason, I would love to help you win your German-speaking target audience's hearts and increase your ROI.

Would you like to know what you will invest in when working with me? Then please read on and let me know how I can help you.

› Translation and Transcreation (English > German)

» Marketing · Communications · Advertising

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

- › present your company as well as your unique products or services in a positive light to your intended readers.
- › 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.

» Travel & Tourism

When working with me, you will invest in natural-sounding, well-flowing and 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 spark your German-speaking readers' interests and inspire them to make a travel 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.

» Hospitality

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

- › present your charming and elegant resort hotel/luxury hotel/boutique hotel/guesthouse/vacation rental in a positive light to your intended readers.
- › spark your German-speaking readers' interests and inspire them to book a stay with you.
- › help you ensure that prospective and regular German-speaking guests feel welcome and valued.
- › help you win more new and regular guests.

Sounds great?

Get in touch now and let's discuss your translation/transcreation project.

E-mail: [sabine\[at\]sabine-sapp.com](mailto:sabine[at]sabine-sapp.com)



Sabine Sapp, PGCert | English > German Specialist Translator and Transcreator

An individual member of the American Translators Association
ata American Translators Association
The Voice of Interpreters and Translators

BDÜ Member of Bundesverband
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LinkedIn: www.linkedin.com/in/sabine-sapp/

Scam and Identity Theft Prevention

Important note: I will contact you via the following e-mail address only: [sabine\[at\]sabine-sapp.com](mailto:sabine[at]sabine-sapp.com) | My official domain name: www.sabine-sapp.com

I will never contact you via any other e-mail address. If you receive **an e-mail in my name via another e-mail service provider**, please contact me, as you will most likely be dealing with a scammer or an identity thief.