



Sabine Sapp, PGCert

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

Member of the American Translators Association

*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 emotionally connect 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 have a positive impact on your image, brand and reputation, as well as on your sales and profits
- » Compelling and persuasive German texts that sell to your target audience
- » A friendly, professional and personalized service
- » Transparent pricing

What you will benefit from

- » My experience in translating and transcreating marketing materials since 1995
- » My regular participation in continuing professional development courses
- » My talent for choosing the right style, tone and register • My creativity • My excellent writing, editing, proofreading, analytical and research skills • My inquisitiveness • My perfectionism • My cross-cultural competence
- » My focus on areas of expertise I am experienced and passionately interested in—this is reflected in my German texts
- » The direct contact with the translator
- » My university training as a translator

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.

As a language nerd, 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)
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)

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,
- » 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)

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 or service brochures
- › Product or service 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 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

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*

— *The World of Luxury* —

— Areas of Expertise —



Persuasive German texts that sell your unique upmarket 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 that appreciates 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.

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 grammar, spelling and punctuation;
 - › typing errors.

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

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? If so, please read on and then 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, 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.

» 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.

» 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.

Sounds great?

Get in touch now to discuss your interesting 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
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The Voice of Interpreters and Translators

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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.