

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 nd 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 st 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