

CHRISTELLE ROUSSELLE

FREELANCE TRANSLATOR
MARKETING, E-COMMERCE AND SEO
EN/NL/DE>FR



PROFILE

French native speaker

13 years of experience in commercial and marketing translation

Excellent knowledge of SEO and French e-commerce market

Fluid writing style in a commercial and natural tone

IT TOOLS

SDL Trados Studio 2021

Office Pack

WordPress

EXTRA-PROFESSIONAL ACTIVITIES

Member of a Franco-German town twinning association

Clarinetist in a community orchestra

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KEY SKILLS

LANGUAGES

FRENCH: native

ENGLISH: bilingual (C2)

DUTCH: fluent in reading and writing (B2)

GERMAN: intermediate (B1)

AREAS OF EXPERTISE

Commercial, e-commerce and marketing

SEO

Localisation for the French market

WORK EXPERIENCE

FREELANCE TRANSLATOR

September 2020 - present

- Translation and localisation: adapting marketing materials to ensure conformity with the French market rules
- Search Engine Optimization: searching and integrating keywords into the product pages and web content
- Reviewing and post-editing: checking and correcting French texts to give them a smoother, more natural style

IN-HOUSE TRANSLATOR

PABO | November 2005 - August 2019

- Translation and localisation: product pages (textile and wellness), newsletters, social media posts, blog posts, paper catalogues, advertising mails, advertising posters, user manuals
- SEO optimization of the product pages
- Customer support: answering to customers' emailed questions and claims

FREELANCE TRANSLATOR

December 2005 - December 2007 (part-time)

- Translation: user manuals, sociological report, commercial documents

EDUCATION

2ND-YEAR MASTER'S DEGREE IN LANGUAGES AND TECHNOLOGIES | 2005

Université du Littoral Côte d'Opale, Boulogne-sur-Mer, France

BACHELOR'S AND 1ST-YEAR MASTER'S DEGREE IN FOREIGN LANGUAGES, LITERATURE AND CIVILISATIONS - ENGLISH | 2004

University College Dublin, Ireland (Erasmus - 2003-2004)

Université d'Artois, Arras, France (2001 - 2003)

LITERARY ACHIEVEMENT

Translation into French of a children's book, *Het Nieuwsgierige Vosje* (*Le Renard curieux* - original texts and illustrations by Timothy van Damme - self-edited) | 2015