



Sara Bigini – Traducrea Ltd.

sara@traducrea.com

www.traducrea.com

www.linkedin.com/in/sarabigini/

[www.proz.com/profile/727924](http://www.proz.com/profile/727924)

69 Crown Heights, Alençon Link

RG21 7TN, Basingstoke

United Kingdom

Nationality: Italian

+447932772971

## Sara Bigini - Professional Italian marketing translator, transcreator & copywriter

Thanks to my creative touch, I help companies to increase their sales by turning their marketing messages into emotions for the Italian audience.

Native Italian translator with 14 years' experience in the translation industry:  
10 years as translator and copywriter, 4 years as translation project manager.  
Specialized in marketing and creative translations.

### Why working with me?

I am professional, detail-oriented, I have a creative approach to texts, and I am very responsive in communication. Life-long training is of great importance to me. I constantly keep myself up to date with all news and developments in the translation industry, and I work to improve my skills and to acquire new ones.

I work from **German, English** and **French** into **Italian** for translations and in **Italian** for copywriting mainly in the following fields: photography, travel and tourism, SaaS, e-commerce.

Please check my website to see **testimonials** from my **clients** [www.traducrea.com](http://www.traducrea.com)

Since March 2021 I have been working as a copywriter and translator for **Stripe**, one of the world's leading payment processing platforms.

### Examples of projects

#### Translation/Transcreation:

Online payments, EN>IT Since 2021 ongoing collaboration with **Stripe** to create and localize texts for social media ads, website content, guides, e-mails, newsletter, video subtitles

Photography, EN>IT Since 2013 ongoing collaboration with an agency for the translation of texts mainly for the website of one of the major camera producers worldwide

Fashion, DE>IT Since 2016 ongoing collaboration with an agency for the translation of newsletters and text for the website of one of the major clothing retailers in Europe

Travel and tourism, DE>IT Since 2014 ongoing collaboration with an agency for the translation of texts for the website, brochures, newsletters and press releases for one of the major operators in the field of tourism in Switzerland

IT/Software, EN>IT Since 2018 ongoing collaboration with an agency for the translation of different kinds of texts (website content, customer emails, customer newsletter, marketing material, technical Material) for an American company in the field of IT Management Software & Monitoring Tools.

### Copywriting:

Artificial turfs, IT>IT 2021 Collaboration with a company producing sport turfs to create the text for their Italian website

Renewable energies, IT>IT Since 2018 ongoing collaboration with an agency for the creation of content for the Italian website of a German company operating worldwide in the field of renewable energies

Fashion, IT>IT Since 2016 ongoing collaboration with an agency for the creation of content for the Italian website of one of the major clothing retailers in Europe

Online payments, IT>IT 2012 Collaboration with PayPal to support inhouse Italian copywriter for the creation of content for emails and the Italian website

## Memberships

- Associate member of **AITI**, Italian Association of Interpreters and Translators - **card no. 215065**

## Software

**CAT tools:** SDL Trados Studio 2015 (freelancer licence), Memoq v. 8.6 (project-based licence)

Latest Microsoft Office package (Word, Excel, PowerPoint).

## Education

November 2005 – July 2006	<b>University of Bologna, Italy, Department of economic sciences</b> Master's degree in " <b>Development and International Cooperation</b> ": International and development economics, Development project design and implementation, Project evaluation, Political and institutional development
October 2000 - July 2005	<b>University of Modena and Reggio Emilia, Italy</b> 4-year Degree course in " <b>European Languages and Cultures</b> ": English and German, Microeconomics, Economics of European Integration, European Union law, Contemporary History. Graduation dissertation drafted in German on multilingualism in the European Union and in Switzerland. Final Grade: 105/110
August 2002 - July 2003	<b>Westfälische Wilhelms-Universität, Münster, Germany</b> European Union University exchange program Erasmus

References available upon request.