Lingua e traduzione Inglese III Mod A
Traduzione GB-IT
Self promotion

Europass evolution

Self Promotion

Lesson 8

What are we doing today?

Self promotional texts

Main target: potential employers
- CV (Europass CV - isolmi)
- Cover letter
- Online / bilingual resume / CV

Main target: Potential customers
- Personal websites for translators

Highly informative

Not so much

CV: general conventions

- Highly formal and standardized
- The information provided is as important as the form
- Graphic consistency
- Avoid bright or too varied colors (2 are enough)
- Divide the various information units clearly
- Use accurate grammar and spelling

Europass CV

http://europass.cedefop.europa.eu/documents/curriculum-vitae

Europass ok ✅
- Extracurricular project/Erasmus placement
- EU related jobs/cultural exchanges
- Style at the UN
- A good handy guide for your first experiences

No Europass ❌
- Private companies/big corporations
- Academia (curriculum scientifico/didattico)
- You want to stand out with a personal brand
- Your job requires a special format (eg. Freelance)

CV in UK, Resume in USA

- Don't mention gender, race, religion, marital status (unless relevant for the job)
- Objective (UK's) Statement (UK)
- Keywords - resume scanning softwares are based on them
- Chronological or Functional
- Quantify your accomplishments (USA only)
- Info on education as short as possible (unless you have just graduated)
- U.K references/max 2; USA NO references
- One or two pages max
- No photo or less specified)

Il Curriculum in Italia

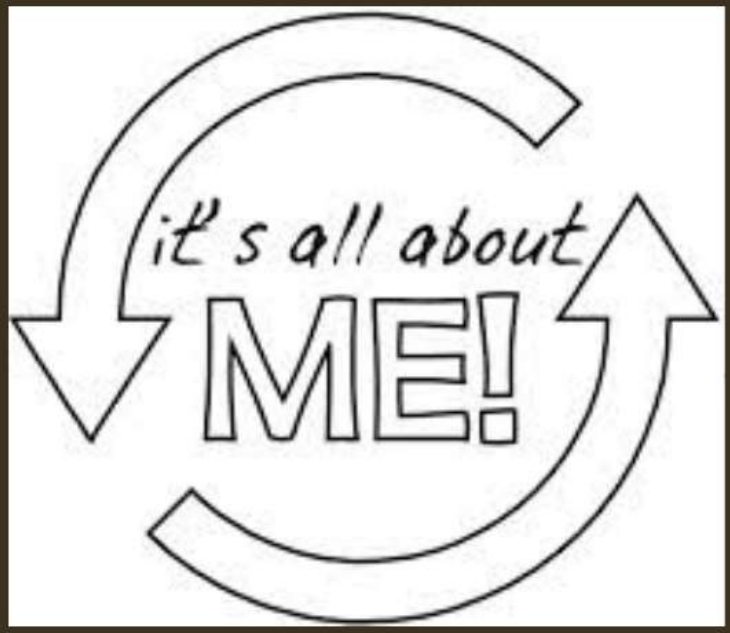
- Mantenere una sequenza logica
- Tono neutro (non mentionare donare, giustificare)
- Non includere referenze, foto, documentazione supplementare se non richiesta
- Il Liberatoria ai sensi del D.Lgs. 196/2003
- Data + firma autografa obbligatorie

When translating a CV pay attention...

Words to avoid: yes, to translate, yourself, themselves
Time: Do not translate in capital letter, during the interview they try to believe you that, i.e. working thing, they are very others, by safety, words such as I, me, it do not use, and myself, themselves. Plan, all the model, and to call, dear Lisa, another on the interview, to find out to by a long time, give the to call, etc. they are very useful and to be use as tagged, and not to have points, they are, no products, not. Do not use with, and to have points, they are, no products, not. Do not use, and to have points, they are, no products, not. Do not use, and to have points, they are, no products, not. Do not use

Self Promotion

Lesson II



What are we doing today?

Self promotional texts

Main target: potential employers

- CV (Europass CV – custom)
- Cover letter
- Online/ Infographic/creative CV

Main target: Potential customers

- Personal websites
- Personal websites for translators

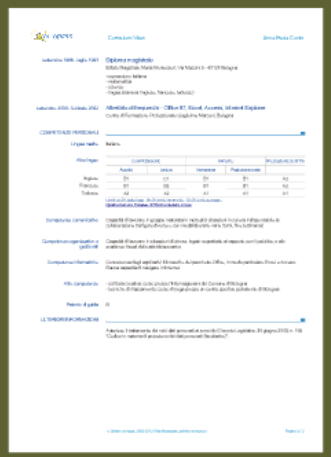
Highly informative

Persuasive

CV: general conventions

- Highly formal and standardized
- The information provided is as important as the form
- Graphic consistency
- Avoid bright or too varied colors (2 are enough)
- Divide the various information units clearly
- Use accurate grammar and spelling

Europass evolution



Europass CV

http://europass.cedefop.europa.eu/en/documents/curriculum-vitae

Europass ok

- Leonardo project/Erasmus placement
- EU related jobs/cultural exchanges
- Jobs in the PA
- A good handy guide for your first experiences

No Europass

- Private companies/big corporations
- Academia (curriculum scientifico-didattico)
- You want to stand out with a personalized cv
- Your job requires a special format (eg. Freelance)

CV in UK, Resume in USA

- Don’t mention gender, race, religion, marital status (unless relevant for the job)
- Objective (USA), Statement (UK)
- Keywords : resume scanning softwares are based on them
- Chronological or Functional
- Quantify your accomplishments (USA only)
- Info on education as short as possible (unless you have just graduated)
- UK referees(max 2), USA NO references
- One or two pages max
- No photo (unless specified)

Il Curriculum in Italia

- Mantenere una sequenza logica
- Tono neutro (non menzionare denaro, guadagni)
- Non includere referenze, foto, documentazione supplementare se non richiesta
- !!! Liberatoria ai sensi del D.Lgs 196/2003
- Data + firma autografa obbligatorie

When translating a CV pay attention...

American applicants, to Dutch eyes, oversell themselves. Their CVs are worded in superlatives...during the interview they try to behave assertively, promising things they are very unlikely to realize...**Dutch applicants in American eyes undersell themselves.** They write modest and usually short CVs, counting on the interviewer to find out by asking how good they really are...they are very careful not to be seen as braggarts and not to make promises they are not absolutely sure they can fulfill. American interviewers know how to interpret American CVs and interviews and they tend to discount the information provided. Dutch interviewers, accustomed to Dutch applicants, tend to upgrade the information. **To an uninitiated American interviewer an uninitiated Dutch applicant comes across as a sucker. To an uninitiated Dutch interviewer an uninitiated American applicant comes across as a braggart."**

Translation tips

- Always keep in mind culture-specific conventions.
- Negotiate relevant changes with your client, and explain your choices when they differ from the original.
- Functional translation
- Provide equivalent for diplomas/studies
- Don’t forget legal requirements

Non conventional CVs

Online cv platforms

LinkedIn

- Networking
- References
- You can localize your profile

Prezi

http://prezi.com/grjwwgt84bdq/desktop-prezume-by-daniela-furini/

Creative CVs

- They grab the attention of a potential employer using a catchy graphic presentation
- Generally suitable for graphic designers, art directors, media designers

http://cvparade.com/

http://www.hongkiat.com/blog/creative-designer-resume-curriculum-vitae/

Infographic CVs

Visualize Me

http://vizualize.me/eugene=.UxxdS4VniDQ

- Visual CV
- Nice foreign languages organization
- Linked to your linkedIn account

Vizify

- Based on social media data
- Uses interactive infographics

Video Resume

- Useful to apply for a very creative job (social media- web related) but not only

Cover letter

Structure

- Attached or in the body of the message
- Teaser (convince a potential employer)
- Taylored to the job you're applying for
- Divided into paragraphs (min 3 max 5)
- Date/personal details/signature

Cover letter

Translation

Cover letters from the USA, can be very enthusiastic-self assertive

Tone down lexical boost when translating EN-IT

Don’t forget the liberatoria

Personal websites

Aims

- Promotional purpose
- Get visibility
- Seek new clients
- Build an image of reliability and professionalism
- Use your name or create your own brand

http://www.craighobson.com/

http://www.suzestudio.com/

Personal websites

Translation tips

A personal website is not a CV

Define the intended target:

- Individuals
- Companies

Careful with layout restrictions

Monoreferential terms

Personal websites for translators

Widely used promotional tool in the translation industry

Target: potential customer/fellow translators

Aims:

- Showcase what you can do (previous clients testimonials, samples of previous assignments, videos you've subtitled)
- List your main fields of expertise
- Raise awareness on the advantages of hiring a professional/Explaining potential clients how translation/interpreting works.

Example in English

http://www.rainylondontranslations.com/

Example in italian

http://www.traduzionibertelli.it/

The internet allows translators to target their marketing efforts at those who may really be interested in having something translated. And compared with costs associated with traditional marketing, online solutions are more than affordable.
From: websitesfortranslators.co.uk

Next week

Company websites
Business to business advertising

Assignment: translate the CV attached
making it AS ITALIAN AS POSSIBLE