

Teodora Gaydarova

TRANSLATOR and WRITER

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SUMMARY

English-Bulgarian translator with 10 years of experience in translating and adapting materials in both directions for leading global brands and the authorities. Fully bilingual childhood speaker of Bulgarian and English. Specialised in marketing, advertising, media, entertainment and internal communications for consumer businesses.

Exceptionally accurate translation skills and ability to translate digital, print, video and audio materials. Proven ability to deliver translations to client brief and style guide within tight deadlines. Passionate about language, writing and facilitating communication between brands and their customers or audiences.

EMPLOYMENT HISTORY

Translator 2008 - Present

Freelance Contractor to Agencies and Brands

Frankly Fluent for Skril

- Consulted on idiomatic expressions that could be used in an advertising campaign that targeted bilingual speakers in the UK.
- Generated Bulgarian idioms to match the ad campaign concept and provided English adaptations.
- Collaborated with project managers to understand client brief and objectives.

Websters Intl for Microsoft

- Curated content for an app, which was a bilingual directory of 100 major newspapers and magazines with snappy one-line descriptions.
- Wrote short descriptions in English and Bulgarian of all publications for the app.

Cuttlefish Ink for Lufthansa

- Translated brand headlines into Bulgarian for campaign posters in order to convince buyers to book airfares with Lufthansa.
- Worked to preserve each campaign concept in the target language and culture, in order to ensure brand consistency.

Cuttlefish Ink for Heineken

- Adapted the *Orchard Thieves* product name for the Bulgarian market.
- Provided creative concepting to ensure the new product name appealed to the Bulgarian market and culture, and adhered to the brand values and project brief.

TAG for H&M

- Translated and adapted marketing collateral into Bulgarian for print, digital and broadcast media.
- Ensured consistent brand tone of voice throughout all channels and platforms: website copy, video commercials, in-store materials, social media content.

Internal Training Materials

- Translated large volumes of internal training materials for consumer electronics and logistics companies (DHL, HTC and Intel), maintaining consistency and accuracy across hundreds of pages.
- Proofread and copy-edited the work of other translators to ensure accuracy.

Marketing Materials

CORE SKILLS

- English and Bulgarian
- Translation
- Editing
- Proofreading
- Transcreation
- Localisation
- Interpreting
- Cultural Consultation
- Customer Service
- Quality Assessment
- Content Writing
- Copywriting
- Search Engine Optimisation

IT Skills

- Microsoft Office
- Google Apps
- SDL WorldServer
- Word Bee
- WordPress
- Photoshop

Experience with

Training courses

Internal communications

Advertising taglines

Website copy

Social media and app content

Press releases

Video commercials

In-store materials

TV shows

Official documents

Leaflets

Brochures

Video/computer games

Board games

- Translated product descriptions and specifications for use on consumer websites, in brochures and leaflets for Acer, iRobot, HTC, Sony and Lenovo.
- Proofread and copyedited the work of other translators for accuracy and style on advertising campaigns for Avon, Dove, Nissan, Jameson, Lidl, Viber, etc.
- Translated email letters to be sent out to club members for Hilton Hotels.

TV and Video Materials

- Adapted video commercials and advertising headlines into Bulgarian for consumer brands in various industries, such as Nikon, HTC, Reebok, Jameson, et al.
- Researched and translated culinary TV programmes from video files for Fiesta TV.
- Provided quality assessment of subtitle translations for a global streaming provider.

Children's Materials

- Provides ongoing translations of children's video games for Cartoon Network, ensuring appropriateness of content for target audience and consistency with existing translations.
- Translated a children's board game for Milka, ensuring content was relevant and engaging for the target audience and culture.

Work for the Authorities

- Provided consecutive interpretation for the authorities in London, in hospitals, clinics, councils and prisons.
- Translated sensitive evidence into English for the police in England, maintaining accuracy and strict confidentiality.
- Translated Bulgarian medical records and diplomas into English for use in the UK.

Content Writer & Copywriter (English) 2011 - Present

Freelance Contractor to Various Agencies and Brands

MasterCard

- Encouraged more purchases to European destinations by coming up with topics for travel articles targeting cultured, middle-class MasterCard clients.
- Utilised search engine optimisation techniques to write blog posts and meta descriptions on various London activities: dining, art, culture and annual events.

Fortune 500 Company (non-disclosed due to NDA)

- Increased bookings through the brand platform by writing and copy-editing short, online descriptions for hotels around the world.
- Effectively reached customers in the appropriate target markets by writing content in different dialects of English, (UK, US or worldwide) depending on where the hotels were situated.
- Referenced a 100-page-long style guide to create accurate, on-brand content free from factual, grammatical or spelling errors.
- Worked closely with senior editors and other writers to achieve project KPI's.

Education

Master of Arts in Writing for the Media

(Merit), Bournemouth University (2009-2010).

Bachelor of Arts in English (Merit), Sofia University (2005-2010).

Areas of study: linguistics, translation and interpreting, literature, cultural studies, stylistics, media translation and creative writing.