



Elena Dal Maso

Translations - Liaison Interpreting German and English into Italian

Thanks to my cross-disciplinary knowledge and experience, I have developed a particular focus on texts that sell. The power of a text is measured by its ability to connect with its audience, regardless of whether it is of technical or literary nature.

Contact

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Education

2013 - 2015

Master's Degree in Sanctuaries and Pilgrimages (Vicenza)

2007

MBA / Marketing (GPA 3.73/4.00)
University of Phoenix (AZ)

2000

University Degree in Translation & Interpreting
(108/110)
University of Trieste (Italy)

Publications

- *Come vendere ai tedeschi*, 2019
(How to sell to Germans)
- *Der Talent Scout für deutsche Firmen in Italien*, 2021
The Talent Scout for German Companies in Italy

Languages

Italian
English
German

Experience

2011 - to present

Self employed | Vicenza | Italy

Translation - Liaison Interpreting EN/DE > IT

- Liaison Interpreting at trade fairs and company meetings
- Technical Translations
- SEO research to be integrated into target texts
- Proofreading, Editing

Sectors: *cosmetics, fashion, accessories, interior design, engineering, automation, pool construction, textiles, board games.*

Market Research and Marketing Strategies

- Market and feasibility studies for Italian SMEs in EU countries
- Creation of persuasive texts for online and offline tools
- Scouting of potential new customers
- Training courses for employees and business owners on cross-cultural communication

Sectors: *interior design, fashion, automation*

Sales & Marketing Department

2007 - 2011

P System Srl and Rota Guido Srl | Cremona | Italy

- Translation of online and offline advertising texts, technical manuals, price lists, drawings, software programs and information articles
- Liaison Interpreting at trade fairs and business meetings
- Customer acquisition

Sectors: *biogas plants, husbandry, automation systems*

Technical Translation and Project Management

2001 - 2007

Abbott Laboratories | Wiesbaden | Germany

- Translation from English into Italian of technical manuals, package inserts, labels, software programs and brochures in the diagnostic field.
- Priority planning for launching new products on the market

Sectors: *diagnostics*

2001

Italian Chamber of Commerce for Germany | Berlin | Germany

Marketing Department

References and university transcripts are available upon request