

AMY BUTCHER

TRANSLATOR (FRENCH TO ENGLISH))

COMMUNICATIONS AND MARKETING CONTENT



In communications, diplomacy is everything, and I tailor my translations to strike the right tone for your message. I use my distinctive writing voice to elevate your marketing texts and capture your audience's attention. I also help you get your information out yesterday, because communication content never sleeps.

GOALS AND APPROACH

Translations for Proactive Communicators

Communication is the lifeblood of business. Your messages play a huge part in how people perceive your organization. You want to **proactively convey the values of your company** or organization and stress the ideals that will help you stand out in the marketplace.

For all communications texts, I first seek to understand the audience and how they will perceive your message. I walk in their shoes and get a clear view from their eyes. I adapt language, style and tone to meet their needs while keeping your messages intact. But since there are many ways to convey the same idea, I can come up with plenty of options to make sure **your texts are always on message**.

Unlike many translators, I have a confident tone and voice that engages your target-language audience. My approach involves swapping out expressions, restructuring ideas, and adapting or “transcreating” passages so that your text never reads like a translation.

Because of my previous communications experience, I know the stress you're under. My clients appreciate my dedication to getting their content out as quickly as possible. If you have a pressing translation need, I'm just an email away.

CONTACT

 3025 Des Anémones, Marieville
 450-708-1900
 traductionsamyb.ca
 traductionsamyb@gmail.com
 ca.linkedin.com/in/traductionsamyb

EDUCATION

Grad. Diploma / Translation Studies
McGill University / Montreal
2004 - 2007

Certificate / Fr. to Eng. Translation
McGill University / Montreal
2001 - 2003

BA / French Lang. and Lit.
University of Toronto / Toronto
1995 - 1999

EXPERTISE

Copywriting and persuasion copy
Creating style guides
Fast, responsive service for crisis communications

CLIENT LIST

For the clients below, I have done marketing and communications translations in the areas of business, hotel and restaurants, real estate, health care, crisis communications, case studies, website content, email newsletters, marketing brochures and book publishing.

- Acolyte
- Attitude Communications
- Chamber of Commerce of Metropolitan Montreal
- C4 Communications
- COGIR Real Estate
- Douglas Mental Health University Institute - Communications Department
- Groupe CK7
- Hill & Knowlton Strategies
- Institut de tourisme et d'hôtellerie de Québec
- McCord Museum
- Parabellum Communications
- Permutation
- Seleno Marketing
- Smash Marketing
- Tequila
- The Experiment Publishing

A N N E Q U I R I O N
C o m m u n i c a t i o n s A d v i s o r ,
D o u g l a s M e n t a l H e a l t h
U n i v e r s i t y I n s t i t u t e

“Amy is very responsive, reliable and efficient. She really gets the challenges of communications professionals.”

CONTACT

Contact me if you need a translator who:

- Has a passion for marketing and communications.
- Meets your needs for quick, high-quality work in short time frames.
- Makes your text relevant to your target-language audience.

Contact me at traductionsamyb@gmail.com or visit my LinkedIn profile at: ca.linkedin.com/in/traductionsamyb

PUBLICATIONS

With Wine and Cider, Apple Picking Just Got Better

Montreall.com, Sept. 21, 2015

Get Your Dose of Genius at the MMFA's Rodin Exhibit

Montreall.com, Aug. 18, 2015

Success Lessons from 10 Creative Imposters

Big Brand System, March 2016

Surprise! How Clichés Help You Create a Memorable Marketing Message

Big Brand System, October 2016

EXPERIENCE

Montreal Neurological Institute

Communications Coordinator responsible for updating website, promoting research, and taking care of media relations

2005 - 2006

Big Brand System

Guest writer for a popular branding and marketing blog.

2016 to present

INTERESTS

- Writing with a strong voice
- Editing for clarity and concision
- Finding the best side of any service or product