

Bex Elder

n. translator, editor, copywriter

French & Spanish to English translation



(n.) translator



About Me

Bex Elder

Hey, I'm Bex and I believe everyone has a story to tell. I help small, creative businesses tell their story to the people they want to hear it.

I do this in three ways:

You have a story... But you need help telling it in English 🌍
I translate your content from French and Spanish to English so that you expand into a new market.

You have a story... But it needs a little polishing ✨
Through my editing and proofreading services, I catch any sneaky mistakes and spice up your content to dazzle your customers.

You haven't even written the first page of your story 📖
Through my copywriting services, we can craft a story that welcomes readers into your world.



What Matters to Me

Shared values mean shared success. In everything I do, I prioritise:

Creativity: using the right words to tell your story

Representation: using inclusive language

Culturally appropriate: texts that make sense to the target audience

Trust: you can count on me

Transparency: you know what I do and why

Quality: bespoke messaging that captures who you are and what you do

Qualifications

Hiring someone you don't know can be scary. I know the feeling. My credentials mean you can trust me:

- 2:1 in MA in Interpreting & Translating (French & Spanish), Heriot-Watt University, Edinburgh
- Qualified Member of Institute of Translation and Interpretation
- Speaker at Business & Practice Conference (2019), ITI Conference (2022)

Wordista

Caroline, a freelance translator, reached out to me after seeing my website. She was looking for a creative translation of her French website to attract new clients.

I worked on her text, taking time to understand her personality and business. I consulted the draft website design to make sure the words would fit with the layout.

I sent the text back to Caroline, leaving space for her to ask questions. I then revised the text based on her comments.

The end result? Caroline has a brand new website which speaks directly to her English-speaking customers.

Les domaines des **cosmétiques**, de la **mode** et du **lifestyle** ont chacun leurs particularités et s'adressent à des publics bien précis. Les entreprises actives dans ces domaines opèrent parfois exclusivement via Internet, d'où la nécessité d'avoir une communication bien rôdée, uniforme et fluide.

Vous êtes **un(e) entrepreneur/euse, une PME ou une agence de communication** ? Je peux vous aider à toucher votre groupe cible en utilisant le vocabulaire et le ton adaptés, le tout coulé dans un style agréable à lire.

➔ À la clé pour vous : un lectorat plus important, de nouveaux clients, une entreprise qui grandit et qui s'impose comme une référence dans son secteur.

The worlds of **cosmetics, fashion** and **lifestyle** all have their own languages and speak to a very specific audience. Businesses in these fields sometimes operate purely online and so need messaging which is fluent, consistent and showcases their expertise.

Are you **an entrepreneur, small business owner or communication agency**? I can help you reach your dream clients by adopting a tone of voice and register which speaks their language.

➔ The result? More eyes on your copy, new clients and a growing business which becomes a major player in your industry.



Anjou Velo Vintage

A client was hosting a vintage bike race which aimed to attract international tourists and so needed an English translation.

I researched the event, looking at past years to get a feel of the atmosphere and the type of people it was likely to attract. I could then write the translation with these people in mind.

When translating, I kept the tone light and fun, capturing the quirky tone of the organisers. On a practical level, I kept the route names similar to the French to avoid any confusion with signage at the event. I also made sure the text fitted the design of the brochure.

At the end of the process, the client commented, "I think you've done a great job of it, it was not that easy."

Difficulty ★★★★★

If you love nature and the simple things in life, join the Duchemin brothers on a route which takes you alongside vineyards and tufa stone quarries. The most important aspect of this charming ride? A sense of friendship and togetherness. Just like Félicien, Germain and Lucien, make sure your tyres are robust enough to withstand the rocky paths which weave between vineyards.

Keep your eyes peeled for...



Charming Loire fishing villages



The incredible Gennes bridge



The famous bubble houses



Troglodyte caves



If you see this, you've overindulged in the good stuff.

Board Game Circus

A board game company were looking to have their French language game translated into English. It was crucial that the English translation was appropriate for both a US and UK market, as well as for people who have English as a second language.

When approaching this translation, it was important to capture the fun of the game which was partly achieved by maintaining the upbeat feel and food puns. It was also key to immerse the readers in the world of being a food truck owner, which is why an active voice is used throughout.

When translating the rules, I made sure that the language was clear and that there was no room for ambiguity (we all know that causes arguments!)

The text was then reviewed by another translator and we reviewed the PDF together to make sure nothing was changed during the design process.

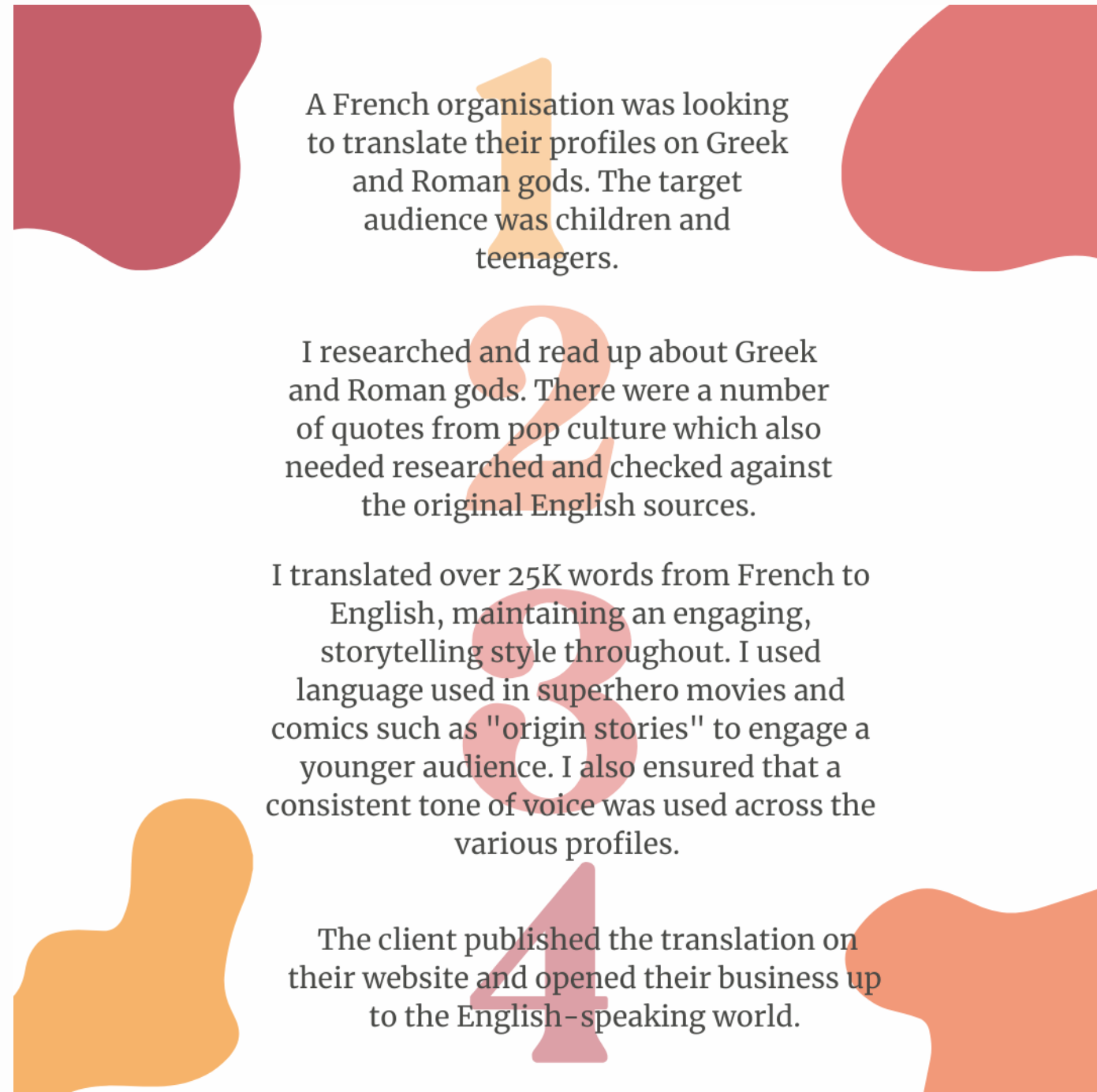
PRINCIPE ET BUT DU JEU

Au volant de votre Food Truck, bousculez la concurrence.
En matière de street food, une seule règle compte : si vous servez le même plat qu'un adversaire, vous êtes grillé !
Alors programmez bien votre service, le titre de meilleur Food Truck est à portée de spatule !

AIM OF THE GAME

Get behind the wheel of your Food Truck and take on the competition.
When it comes to street food, only one rule applies: if you serve up the same meal as an opponent, you're toast!
Plan your service carefully to be crowned Best Food Truck and enjoy the sweet taste of victory!

Case Studies



1 A French organisation was looking to translate their profiles on Greek and Roman gods. The target audience was children and teenagers.

2 I researched and read up about Greek and Roman gods. There were a number of quotes from pop culture which also needed researched and checked against the original English sources.

3 I translated over 25K words from French to English, maintaining an engaging, storytelling style throughout. I used language used in superhero movies and comics such as "origin stories" to engage a younger audience. I also ensured that a consistent tone of voice was used across the various profiles.

4 The client published the translation on their website and opened their business up to the English-speaking world.

♡ 670 likes



1 A UK charity wanted to get their brochure for donors ready for publication.

2 I spent time reading the charity's past documentation and style guides to ensure I understood their tone of voice and how they communicated.

3 I edited the 30 page brochure, ensuring consistency throughout, removing redundancy and writing additional copy when needed. This included liaising with the design team to make sure all the words looked beautiful in the space available.

4 The client published the brochure, informing their donors of all they've achieved and what they're planning to do next.

♡ 570 likes

Case Studies

1 A software company were looking to leverage survey data on the tools their customers used into a blog post.

2 I went through the data, looking for trends, creating charts and summarising what the results showed.

3 I wrote up a blog post, providing commentary to the statistics, drawing conclusions and explaining why a connected process was so important and how this company could help.

4 The client published a blog article which showed understanding of their client's current position while sign posting them to new technology which could make their life easier.

♥ 802 likes

1 A gift company in France were looking to reach an English speaking market and ensure their quirky tone was maintained

2 I researched the company to find out more about their philosophy, consulted photos of their products and researched how similar companies described their brand and products in English

3 I translated over 60K words, paying attention to word play and style, consulting the company with any questions. I then revised the text, ensuring the same terms were translated consistently and created an English-French glossary for the company.

4 The client published the translation on their website and opened their business up to the English-speaking world

♥ 675 likes

How I Translate...

1

You request a quote.
We talk about your needs and how I can help you. I take a look at the project and the time scale before providing you a quote for free.



2

We agree.
We decide on what I'll do, when I'll do it by and how much it will cost.



3

I translate.
I translate your documents, newsletters, brochures, blogs or websites into English. This can include glossary or style guide creation, SEO and formatting depending on what you need.



4

I proofread & edit.
I review the project and edit it. I can bring in an external reviewer for a final polish. (I'd recommend this anything which will have a lot of eyes on it)



5

You review.
You take a look at your shiny new copy and I can make any revisions if required.



6

You approve.
We sign off on the project and proceed to payment. High fives all round.



Testimonials



Steve Hickey

PhD Candidate,
University of Aberdeen



Bex Elder has been a godsend for me in translating things I need from French to English. I have come to appreciate her quick turnarounds and reliable renderings, even translating texts that are a century old written in formal academic prose. I highly recommend her translating services to you.



Caroline Bries

Freelance Translator,
Wordista



Bex translated my website from French into English. She's not only a nice person to work with, but her work is also excellent. She always finds the best way to translate an idea into English, so that it has the intended meaning, all wrapped in beautiful words. And I know what I'm talking about: I'm a translator too!



Jo Callender

Comms & Creative Director,
24-7 Prayer



We loved working with Bex on a number of writing and editorial projects. Not only did she totally understand our tone of voice and style immediately, she was also incredibly flexible and efficient when faced with changing deadlines. We'll absolutely work alongside Bex again!

FAQ

"How long does it take to get a translation?"

The length of time a project takes depends on the number of words, the complexity of a project and what my diary looks like. As a rough indicator, I generally work at rate of 1500 to 2500 words a day, depending on the text. However, I always do all I can to accommodate and work with your timescale.

"What does it cost?"

No two projects are the same and so pricing is done on an individual basis too. When I'm creating a quote, I consider the number of words, the complexity, the research required and the time it will take me to work on the project. Drop me a message for a free, no strings attached quote.

"Why do you only translate into English?"

Language is vast, complexed, nuanced and always changing. I don't know about you, but I'm constantly discovering new words and phrases in my native tongue. So like a lot of language professionals, I only translate into my mother tongue, providing you with top-quality, natural sounding texts.

Let's chat ☕



bexelder.translator@gmail.com

Book a call



@translatorbex



(n.) translator



Worried about what happens if you take the next step? If you get in touch with me, I promise I'm never gonna:

- 😞 Message you every day until you reply
- 😞 Add you to a sneaky email list
- 😞 Share your contact details or project with anyone else
- 😞 Get annoyed if you don't work with me
- 😞 Run around and ghost you