

Curriculum Vitae – Tanja Braun

Native Language: **German**
Source Languages: **Japanese, English**



Degrees:

Japanese Studies (Master's Degree, Munich University, subsidiary subjects: civil law, industrial-organizational psychology)

MBA International Marketing (MBA, European School of Business)

Areas of study: business administration, marketing, international procurement, economics, business law, export, project management, corporate management

Translation and Related Experience:

Freelance Translator/Copywriter

Since 2007

Examples of translation experience:

- **Software localisation** (ERP software, video games)
- Translating and **copywriting** for commercial websites, e.g. stock market news site, tradeshow standfitter
- Translation of **technical + legal** documents
- **Literary** translations (movie subtitles, video games, love stories)

Lecturer

02 + 05/2007

European School of Business; Subject: Intercultural communication with Japan

International Marketing Expert

2006

Conergy AG (International Renewable Energy Systems Company)

- Co-ordination of **localization** of international **marketing materials for worldwide subsidiaries** (German -> English, Chinese, Korean, etc.)
- **Copywriting** in German and copywriting support in English for brochures, adverts, websites and other marketing materials
- Organizing international trade shows and events
- Planning of marketing measures, market research for international markets

Account Executive

2004 – 2006

Hakuhodo Deutschland GmbH (Japanese Advertising Agency)

- Project management, research, planning, pricing, implementation of **pan-European marketing measures and campaigns**
- Customer service and support

Management Assistant/Marketing specialist

1997 – 2004

Zuken GmbH (Japanese EDA Software Provider)

- **Communicating** with headquarters in Japanese
- **Translation** of business, legal, technical, marketing documents Japanese <-> English/German
- Marketing: Organizing trade shows and seminars, **creation** of marketing materials (datasheets, brochures, direct mailings), customer database administration

Publications + Awards

- Thema des Monats: Praktikantenbedarf in Japan – Umfrage bringt neue Ergebnisse“ in: Japan Markt, Magazin der Deutschen Industrie- und Handelskammer in Japan 7/96
- „**Negotiations with the Japanese** – Overcoming Intercultural Communication Hurdles“, ibidem Verlag, Stuttgart, 2005, ISBN: 3-89821-420-6
- MBA thesis was awarded the 2005 **sponsorship award of the Carl-Duisberg-Society's** Wirtschaftskreis Baden-Württemberg

Other Qualifications

Operating systems Windows and Macintosh, proficient in all MSOffice applications, as well as Outlook and MS Project, Dreamweaver, basic skills in DTP software (Corel, Adobe), and Access

Hobbies

Writing, role playing games, computers (gaming as well as other applications), cinema, singing, reading, music, traveling, scuba diving