



# Profile/ CV

## **Peter R. Müller**

Theodor-Heuss-Str. 2b  
86916 Kaufering  
Germany

info@prmueller.de

Phone +49 (0)8191 4289742  
Mobile +49 (0)174 9530368  
Skype peterrmueller  
[www.prmueller.de](http://www.prmueller.de)



My customers value my ideas, my conceptual thinking and the flow of my texts. They like the smooth and uncomplicated cooperation, the keeping of deadlines and my reliability.

# About me

**Languages** German (mother tongue) and English

**Focus areas** IT and marketing

## Career

- 2005 to present Freelance work as copywriter, translator (English-German) and web designer; podcasts
- 2000 – 2004 Pastor at Vineyard Landsberg (full-time since May 2003)
- 2000 – 2003 Freelance editor for the magazines DER AUFTRAG and *come*, jobs as freelance copywriter
- 1998 – 2000 Start-up of a telemarketing company, Friendly Call, Landsberg am Lech, Germany
- 1997 – 1998 Graphic-designer at Image Grafik-Design, Landsberg am Lech, Germany
- 1995 – 1997 Graphic-designer at Bethany Press International, Minneapolis, USA
- 1981 – 1994 Specialist for occupational disease at the textiles and clothing employers' liability insurance association, Augsburg, Germany

## Training

Specialist in worker's compensation, HVBG (German Federation of Institutions for Statutory Accident Insurance and Prevention), St. Augustin, Germany (1984/1988)

Bachelor of Arts in Cross-Cultural Studies (with Honors), Bethany College of Missions, Minneapolis, USA (1998)

Online-Journalism, Journalist's Academy Dr. Hooffacker & Partner, Munich, Germany (2005)

Master of Arts in Practical Theology, IGW International, Zurich, Switzerland; award for best thesis (2007)

## Taking up the pen

At the age of 13 I began writing countless short stories, book and music reviews, event reports and bathroom graffiti. I contributed to numerous science fiction fanzines and published a number of them myself. I also produced a fanzine on cassette tape.

Later I wrote in diverse contexts: form letters during my time working for the government (employers' liability), scientific papers as a student, call flow copy for telemarketing, articles and sermons as a pastor.

2008: book project „Columbans Revolution“, Neufeld-Verlag

## Computer

Mac and Windows; beta tester for Apple Mac OS X since 2001, iOS since 2015; Adobe Creative Suite, HTML/CSS, Typo3, FileMaker Pro, Podcasting, MS Office, Trados Studio 2015

# Projects as translator (English-German)

## **Information technology**

Microsoft/Abbè Marketing	White paper on software virtualization
Symantec/Rheinschrift	Software strings for backup solution
Red Hat/Transatlantic Translations	Training materials on Linux Server solutions
Dropbox/Moravia	White paper on data security
Imation/Capita	Storage manuals, data sheets & software strings
Microsoft/Rheinschrift	Help files and FAQ for Office 365
Epson/TW Languages	UI copy and newsletters for HR software
Right Answers	2.000+ help texts on software titles for an online help system (Microsoft, Apple, Google, Android, Adobe, IBM and more)
VMware/Rheinschrift	Datasheets for various software titles
Future Glue	Software localization, website, EULA, manuals
Sony/Rheinschrift	Manual and help files for video editing software
GREE/GTL	In-Game copy (UI, dialogs) for War of Nations
Canon/Japan Total Consulting	Various soft- and hardware manuals
Clarizen/Hever	Localization of SaaS project management software

## **Marketing**

Vodafone/Capita	Marketing materials for virtualization services
Xbox/Hogarth	Newsletters and web copy
Tommy Hilfiger/Capita	Catalog, marketing and website copy
Gucci/Languagemanagement	Newsletters and website contents
Hilton Hotels/Brightlines	Editing and SEO brush up of website copy, including keyword research and meta tags
Skype/Capita	Keyword and landing page localization
Google/Capita	Ads and marketing copy for Google Science Fair
Electronic Arts/Freedman Intl.	Ads and newsletters for various game titles
HP/Hogarth Worldwide	Ads and case studies for printer environments
InterContinental Hotel Group/Freedman Intl.	Website copy, guest information (in Hotel), personnel training material, newsletters
Samsung/GIBConsult	Website content for smartphones, TVs, software and appliances

## **Other topics**

Goethe Institute/.txt	Website copy (interviews, articles)
General Electrics/Valuepoint Knowledgeworks	Web-based e-learning solution on compliance rules for public procurement
cap-books	Various non-fiction books

# Projects as copywriter

## **Information technology**

Microsoft/Abbè Marketing	Regular jobs for a monthly dealers' magazine of Microsoft Germany on various IT topics (focus: B2B, marketing)
Avery /Die Multimediaschmiede	Transcreation of newsletters on label printing software for the German market (B2C, marketing)
Bigmouth Media	SEO-optimized copy on various subjects (B2B)

## **Marketing**

Hilton Hotels	Transcreation and style update for Hilton Berlin Hotel (B2C, the customer wanted it to be "trendy")
JEEntertainment	Translation and German/English copy-writing for the website of an artist's agency (B2B, B2C, tone: life-style)
Shutterstock	Transcreation of ad claims and copy (B2B, tone: creative)
Quelle/Die Multimediaschmiede	Copywriting for an online customer magazine of large German retailer (B2C, tone: life-style)
Various website customers	Website copy on various topics like plumbing (B2C), dog breeding (B2C), logistics (B2B), industrial kitchen installations (B2B), renting holiday homes (B2C), driving school (B2C), self-defence classes for women and children (B2C), art galleries (B2C), etc.
Livebookings.com	500+ restaurant descriptions (tone: casually and reputable, depending on how classy the restaurant and it's supposed target audience was)
Friendly Call Telemarketing	Call flow copy for call-center projects (B2B, B2C)

## **Other topics**

ADAC (The German automobile club)	Copywriting for the ADAC Ski Guide and ADAC Alpen Guide (Travel information; tone: casually informative)
Adam online Audio	Articles and interviews for a monthly podcast of a Christian men's magazine (non profit organization)
Columbans Revolution	Book on the Christianization of Europe through Irish monks in the early middle ages, Neufeld, 2008
Quayou	Condensing books to easily applicable "methods"
.txt/Bertelsmann	Various articles for topical anthologies on subjects like religion, freedom and happiness.

# SEO Research

Mainly for agencies I do SEO research. This includes **keyword research** (with Google Adwords Tools) as well as **meta tag creation**, SEO translations, SEO editing of existing texts and SEO copy writing

Projects include end clients like Phillips, Gillette, TK Maxx, Colgate, Skype and others.

# Podcasting

In 2006 I started as editor and producer of a monthly podcast for a men's magazine, **Adam online Audio**. I am handling the editorial part of the project, production including speaking and cutting and uploading the data to the **Adam online** website and the **iTunes Store**.

You'll find the podcast at [www.adam-online.de](http://www.adam-online.de) or in the **iTunes Store**.

## **Why Podcasts?**

A podcast is a casual audio or video clip that can be consumed from a webpage or a mobile device like an mp3 player or a smart phone. With a podcast you approach your target audience in a relaxed, laid back way to e-bond with them. It has to be entertaining and/or informative, i. e. present some kind of value for your target audience. Within this framework you'll find an ideal platform to present your products, services and topics. You may also use it as a medium to communicate a speech, keynote, product announcement, interview, training session, walk-through, etc. This is an affordable way to directly and emotionally reach your target group.

Please feel free to address me with your ideas and questions!