



Profile/CV

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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
Services	Translation, proofreading, transcreation including VO translations and linguistic consultancy for recordings, cultural consultancy
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 <i>come</i> , 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.
	Currently pre-production of a poetry podcast.
Computer	Mac and Windows; beta tester for Apple macOS, iOS and HomePodOS since 2001; graphics software, HTML/CSS, WordPress, Podcasting, MS Office, Trados Studio 2022

Projects as translator (English-German)

Information technology

AMD/Capita	Marketing and technical copy for data center, gaming, POS, website and sales partners; cultural consultation, QA tasks, participation in style guides, glossaries
Oracle/Freedman	Transcreation and translation of campaigns including technical and marketing, videos, ads and banners
AWS (Amazon Web Services)/Linguapoint	Technical blogs, web copy, help files, marketing materials, product descriptions
Meta/Hogarth Worldwide	Ad campaigns and marketing communications
Red Hat/Transatlantic Translations	Training materials on Linux Server solutions
Vodafone/Capita	Marketing, HR, financial and technical materials
Microsoft/Rheinschrift	Help files, FAQs, technical texts, marketing material
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)
Adobe/Hogarth Worldwide	Ad copy and website copy for Adobe Creative Suite

Marketing

Coca-Cola/Hogarth Worldwide	Transcreation of ad campaigns, apps, emails, videos
Booking.com/translate plus	Transcreation of videos campaigns, VO scripts, acting as linguistic resource for localization recordings
PayPal/translate plus	Cultural and linguistic consulting and transcreation for a branding project, including brand claims
Xbox/Hogarth	Newsletters and web copy
Tommy Hilfiger/Capita	Catalog, marketing and website copy
Bose/Hogarth	Ad campaigns, sales materials, web copy
Hilton Hotels/Brightlines	Editing and SEO brush up of website copy, including keyword research and meta tags
UBS/translateplus	Transcreation of ads and web copy for investors
Duracell/translateplus	Transcreation of commercials, VO copy, supers, ads
City of Orlando/translateplus	Cultural evaluation for localization of a city marketing campaign
Google/Capita	Ads and marketing copy for Google Science Fair
Electronic Arts/Freedman	Ads and newsletters for various game titles
Kellogg's/Freedman	Transcreation of ad campaign, including linguistic support for voiceover recording
Samsung/GIBConsult	Web content for smartphones, TVs and software

Other topics

Lindt/translate plus	AI SEO content generation for blog articles
cap-books	Various non-fiction books

Projects as copywriter

Information technology

Microsoft/Abbè Marketing	4 years of 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 (currently in 2. edition)
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 Tool and other 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, Carglass, Gillette, GSK and others.

Podcasting

In June 2024 I started a personal podcast project to publish my poetry at *laughingbrook.net*. This involved creating the concept, doing the pre-production work including all the writing, voice over and production for the podcast, diving deeply into audio-software and recording techniques for the remix I do of every poem, hosting the podcast, setting up a website for it and marketing it. (It's also available with different content in German, *lachenderbach.de* – why launch one podcast, when you can launch two?).

I also worked for 6 years as editor and producer of a monthly podcast for a men's magazine, *Adam online Audio*. I was 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*.

My equipment: Shure SM7b, Beyerdynamic M90 PRO X, Audient ID 14, Logic Pro

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, but mostly, build a relationship to your customers. You may also use it as a medium to communicate a complex product or service, demonstrate your competence and relevance in any given industry or topic, relay 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!