

Helen Gräwert

Words that work
for the web

Native British English web copywriter, translator (ES>EN)
and content manager based in Mallorca, Spain

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Overview

I write, translate, edit and maintain the words on websites for businesses, organisations and individuals across Europe who need to **reach and connect with English-speaking audiences.**

Combining web copywriting skills with an understanding of content design, SEO, marketing and translation, I create, craft and manage **online content that works for clients and their users.**

After more than 13 years working as a web copywriter and living in Spain, I added translation to my services in 2021. I hold a **'Pass' in the CIOL DipTrans (ES>EN) semi-specialised science and literature papers.**

Experience

Concise Content / Web copywriter and translator

2008 - present, Spain

Web copywriting, editing and content management since 2008; web translation added in 2021

A variety of online projects, such as websites, newsletters, blog posts, micro copy and online research, as well as offline materials

Clients from across Europe, including FTSE 250 companies, government, digital agencies, media houses and charities

Diverse sectors, ranging from language learning and employee engagement to engineering and extreme sports

Portfolio: www.concisecontent.eu/portfolio/

Hotel Samos / Content manager

2017 - 2021, Spain

Copywriting, editing, translating and managing a broad range of digital and printed content

Managing the multilingual website and its redesign, as well as creating, revising and maintaining content

Overseeing the rebranding of the corporate identity and the development of new applications

Scroll UK / Content editor

2008 - 2009, UK (remote working)

Assessing and editing content for a large website migration project for a UK government department

Using various content management systems (CMS) and working to a prescribed online style guide

Balfour Beatty / Corporate communications executive

2005 - 2008, London, UK

Edelman / Public relations account executive

2003 - 2005, London, UK

Recent CPD

In progress - How to Translate and Localise Websites (Levels 1 and 2), DP Translation Services

2021 - How to Translate Marketing Text, CIOL Training

2021 - Multilingual Practices, University of Groningen on FutureLearn

2021 - Working with Translation: Theory and Practice, Cardiff University on FutureLearn

2021 - Content Design, Government Digital Service (GDS), GOV.UK on FutureLearn

2020 - Advanced Spanish-to-English Translation Course with DipTrans Preparation, The Translator's Studio

2018 - Marketing Online (8a Edición), Fundación UNED (mark: 95%)

Education

University of Liverpool / BEng (Hons) Mechanical Engineering

1998 - 2002, Liverpool, UK

Class awarded: First (equivalent to 8.5/10 or 3.0/4 in Spain)

Technical skills

Code - xHTML, CSS (basic)

Content management systems (CMS) - WordPress and others

Professional profiles

For references: [LinkedIn](#)

[ProZ](#) / [Chartered Institute of Linguists \(CIOL\)](#) / [ProCopywriters](#)