

## Marketing & Texte.

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In 1991, Margit Sies-Gurel graduated from the English Institute in Heidelberg, a state-approved language school for interpreters, as a state-examined translator for English and Spanish. Since 1992, she is appointed and sworn by the Munich Regional Court I for both English and Spanish and she is licensed to produce certified translations.

Professionally, Margit Sies-Gurel gathered valuable work experience in various Munich based companies in the special mechanical engineering and automotive supply industries. Her most recent position was in the sales and marketing department of a refrigeration engineering company (2000 – 2004).

In 2000, she completed an evening course in Business Management at the Munich Academy of Business and Administration, followed by a postgraduate course in **Marketing** in 2006. As a freelance translator, she specialises in law and commerce.

Her interest in marketing and her ongoing desire to understand what motivates customer purchases, combined with her passion for languages and her enthusiasm for new media, allow her to provocatively present products and services in an objective light. On paper and online, for Google and the rest of the world.

For many years, she has had a keen interest in Search Engine Optimisation (SEO) and Online Marketing, born out of the low cost opportunities these forms of advertising present to freelancers and medium sized businesses in particular – either in isolation or as part of the marketing mix.

She values online networks such as Xing and Texttreff, a German language network for articulate women.

Outside of her work and her young family, she enjoys sailing, horse-riding, martial arts, the outdoors, good food, reading and, naturally (or still?) ...the internet ☺