

Communicating with German or Japanese markets?

The first impression is always crucial. When presenting your products, services and PR statements in German speaking areas, it pays not to compromise on the quality of your text.

If German or Japanese speaking target groups are important for your business, let us produce accurate and convincing content with native-speaker authenticity: company portraits, product brochures, internet sites, speech manuscripts, press releases or the editorial support of your scientific papers.

Cross-language competence for the convincing quality of your copy

The cross-language co-operation of three experienced journalists guarantees that your information reaches its audience in a concise and accurate manner. Cheryl Martinez, a journalist, copywriter and author, has an academic background in communication. She is a native English speaker who is also fluent in German. Thomas Danowski M.A., experienced PR journalist and speechwriter, is a native German speaker who speaks faultless English. Chika Kietzmann is a Japanese author and translator. Although her native tongue is Japanese, she speaks fluent English and German.

Tell us about your communication objectives. We'd like to get to know you!



Cheryl Martinez studied communications and journalism in California. She learned the craft of writing PR and corporate communications as advertising director at Nady Systems, a music component manufacturer.

Martinez later worked as a television news assignment editor and journalist at ABC, CBS and Fox affiliates in San Francisco and Sacramento. She moved to Germany when the digital media era started in Europe and worked as a writer, producer, digital artist, effects supervisor and director.

Today, Martinez and her partner Uwe Wiesemann own and manage the Cologne-based design studio phaze two (www.phazetwo.de). The company produces high-end digital moving imagery for television and film, corporate clients and advertising agencies. Their work includes developing and designing animated identities and trademarks for television formats and corporate labels.

Years of writing advertising copy, business text, press releases, website content, magazine articles and stories has honed Martinez's journalistic skills. She is a member of the planning commission of a new media degree overseen by the Federal Ministry of Education and Research. Martinez also serves on several trade committees that govern testing standards for media related degrees.



Thomas Danowski obtained a Master's Degree in English literature and art history. He has accumulated 20 years of professional copywriting experience for a wide variety of communication purposes.

Danowski works as a freelance journalist, PR-author and speechwriter for agencies and international companies in the automotive, chemical, software, telecommunication, construction, transportation and food industries.

Danowski's specialty is describing complex topics, products, processes and relationships in straightforward terms. He focuses on B-to-B communication including product brochures, image brochures, company magazines, press releases, special-interest publications and information material.

Moreover, Danowski is an experienced journalistic partner for crisis-communication/-management and has worked with trade associations and individual companies wishing to communicate their positions in political decision-making processes.

As a speechwriter he is well-versed in all the communication tasks of corporate management.

Chika Kietzmann - Japanese Text



Chika Kietzmann was born in Hokkaido, Japan and studied English literature at Waseda University in Tokyo. After obtaining her diploma, she worked at Sony monitoring and translating English language media for management perusal.

In 1990 Kietzmann moved to Germany to expand her knowledge of foreign languages and cultures. To this end, she studied cultural anthropology at the University of Cologne while concurrently managing a translation office together with her husband. She also worked as a Japanese language teacher at the Japanese Cultural Institute in Cologne.

Kietzmann is an accomplished and versatile translator of technical and economic works - and even includes Manga in the numerous areas she has covered. Additionally, she is a successful book author and writer capable of diverse writing styles. In addition to her journalism skills, she specializes in culture-based problems of international business and in intercultural communication between Europe and Asia.

Although Kietzmann's native language is Japanese, she speaks flawless German and English.

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Why pay for translation?

A top-notch translation is costly and time consuming. First of all, the text needs to be written in English. When the translation is finished, subtle nuances in tone and meaning are frequently lost and a revision is needed.

Texter-Koeln.de offers an alternative: Explain your concept - in English - to the trained 'native speaker' journalists at Texter-Koeln.de. Your product or service will be researched and a suitable writing style established. If English text already exists, this can be adapted and used as a basis for the final copy.

The result is convincing - superior text with native language authenticity.

Text in English, Japanese or German