

Anita Salát

Localization Expert | English<>Hungarian Translator | Freelance Project Manager
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Translator and localization specialist with a translator's degree and 10+ years of experience across localization and marketing communications. Strong background in translation, editing, post-editing, copywriting, language evaluation and managing multilingual workflows. Known for a positive, self-driven attitude and a reliable, quality-focused approach to every project.

Specializations: marketing, EU, business, politics and international affairs, social affairs, general healthcare
Languages: Hungarian (native), English (fully proficient), German (intermediate)

Services Offered

Translation and Editing

- English<>Hungarian translation
- Editing, proofreading, and linguistic quality assurance
- Post-editing of machine-translated content

Localization Services

- Marketing, EU, and business content localization
- Transcreation and copy adaptation
- Terminology development and style guidance
- Media monitoring content localization

Multilingual Workflow Support

- Managing translation workflows and coordinating with agencies
- Reviewing and optimizing linguistic deliverables
- Providing feedback to PM teams, vendors

Content & Communication

- Copywriting and micro-copy for marketing materials
 - Content adaptation for digital platforms
 - Support for branding, PR, and communication projects
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Work Experience

Freelance Translator & Localization Specialist

EN<>HU | Marketing, EU, Business

2012 – present (alongside in-house roles)

- Provide translation, editing, post-editing, and linguistic QA for marketing, business, and EU-related content.
- Manage multilingual workflows, ensuring quality, consistency, and on-time delivery.
- Collaborate with agencies and direct clients, offering terminology support, style guidance, copywriting, media monitoring, and content adaptation.
- Experienced with memoQ, Trados, and multiple CAT/TMS platforms including Across, Translation Workspace, Smartling, and Passolo. Willing to learn and use a new platform.

Business Development Manager

Translation Project Supervisor / Eurideas Language Experts / Berlin

Aug 2016 – Oct 2024

- Sales and key account management for localization services in Western Europe and USA
- Supervised translation, interpreting, and localization projects into 50+ languages, ensuring quality and workflow efficiency.
- Coordinated project managers, vendor managers, language engineers, and trainees.

Translation Project Manager / Tranzpress / Budapest

Apr 2012 – Aug 2016

- Managed localization and international media monitoring projects.
- In-house translation, proofreading, editing, QA, terminology support for the European Parliament
- Onboarded and mentored junior PMs, strengthening communication and leadership skills.
- Sold translation services and SaaS-based media monitoring solutions.
- Oversaw marketing and PR activities.

Marketing Manager / Acryl Europe, Beflex, Anest Group

Feb 2010 – Apr 2012

- Marketing and sales support, translation and interpreting to companies in the manufacturing, printing, and industrial equipment sectors.

Key Account Director

Account Manager / Greenlight Budapest Advertising Agency / Budapest

Feb 2002 – Feb 2010

- Created communication strategies and marketing campaigns for clients.
- Copywriting and localization of marketing materials
- Coordinated designers, copywriters, and production teams — experience that translates into excellent cross-functional collaboration with localization teams.
- Represented the agency at international conferences and networking events, building strong intercultural communication skills.

Education

Translator Certificate, English <> Hungarian,

1994 – 2000

Hungarian University of Agriculture and Life Sciences (MATE)

Master's degree in economics and social sciences, with major in **marketing**

1994 – 2000

MATE, Hungary

Master's degree in **teaching**, MATE, Hungary

1995 – 2000

Skills

- Sharp eye for quality and strong creative problem-solving skills
- Excellent organizational skills and time management
- Reliable, flexible, and quick to adapt to changing tasks and client needs
- Proactive, dynamic, and self-driven personality