Laetitia Sullivan
Afrikaans-English Sworn Translator
Language Practitioner

MARKETING & ADVERTISING PORTFOLIO

Translation | English > Afrikaans

Tenderadvertensies
- **Newspaper ads:** Government tender specifications
- CCT: Language Services (2025-2015)

UI/UX
- **User interface strings:** navigation, help files, instructions (tech client)
- RWS Moravia (2025-2020)

Kodering & Robotika Graad 1-3
- **Brochure:** Grade 1-3 Coding & Robotics course
- Cambridge University Press (2023)

UI/UX
- **User interface strings:** navigation, help files, instructions (tech client)
- Lionbridge (2022)

Bemark jouself aan vertaalagentskappe: 'n Praktiese gids vir vryskutvertalers
- **Book:** *Finding and Marketing to Translation Agencies: A Practical Guide for Freelance Translators*
- Corinne McKay (2021)

UI/UX
- **User interface strings:** navigation, help files, instructions (tech client)
- Folio Online (2021-2014)

Handleiding: Ontwikkeling van woonbuurtervarings
- **Training guide:** Neighbourhood experience development (Cape Town Tourism)
- CCT: Language Services (2021)

Gender-gebaseerde geweld
- **Poster:** How to report gender-based violence
- **Brochure:** What is gender-based violence?
- CCT: Language Services (2021)

Beesvoer
- **Brochure:** Cattle feed (animal nutrition client)
- NH Language Solutions (2021)

Netbal-studie
- **Questionnaires:** Condition/ membership of City-owned netball facilities
- **Letter:** Cover letter re netball study
- CCT: Language Services (2020)

E-sigarette
- **Questionnaire:** E-cigarette use (FMCG client)
- Folio Online (2019)

Kubersekuriteit
- **Newsletter:** Cyber security (medical client)
- Folio Online (2019)

Kubersekuriteit
- **Newsletter:** Cyber security (tech client)
- Folio Online (2019)

Kubersekuriteit
- **Newsletter:** Cyber security (medical client)
- Folio Online (2019)

Godsdienstige teks
- **Text strings:** Bible verses/religious messages
- Folio Online (2019)

Resepte
- **Print ad:** Pilchard recipes (FMCG client)
- Folio Online (2019)

Kennisgewing: Ken jou stad
- **Notice:** Know your city (Urban Management)
- CCT: Language Services (2019)

Bemarkingsveldtog
- **Tagline transcreation:** Marketing campaign (soft drink brand)
- Craft Translation (2019)

Inligting oor plaaslike regering
- **Website copy:** Information on local government (www.civicsacademy.co.za)
- WC Department of Local Government/Civics Academy
- WC Department of Cultural Affairs & Sport: Language Services (2018)

E-sigarette
- **Email:** Survey invite (FMCG client)
- **Presentation:** E-cigarette device graphics
- **Questionnaire:** E-cigarette use
- Craft Translation (2018)

Marknavorsingsvraelys
- **Questionnaire:** Consumer habits (FMCG client)
- Folio Online (2018)

Marknavorsingsvraelys
- **Questionnaire:** Buying electronics (FMCG client)
- Folio Online (2018)

Medikasie
- **Packaging:** Dietary supplement
- Folio Online (2018)

Medikasie
- **Radio ad:** Text lines for medication ad (vitamin B supplement)
- Folio Online (2018)

Curriculum Vitae
- **CV:** Candidate for Stellenbosch University Convocation
- Folio Online (2018)

Stories van hoop
- **Posters:** LGBTQ community (NPO client)
- Folio Online (2018)

Spyskaart
- **Menu:** Restaurant menu for seafood restaurant
- Folio Online (2018)

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Translation | English > Afrikaans (cont.)

Internasionale Museumdag
- **Push notifications:** International Museum Day (dating app)
- Beluga Linguistics (2017)

Vraelys
- **Questionnaire:** Updates to dementia scale questionnaire
- Folio Online (2017)

Skenking van bloedstamselle
- **Brochure:** Information on blood stem cell donation (NPO client)
- Folio Online (2017)

Onlangse diagnose: Pulmonêre hipertensie
- **Brochure:** Recently diagnosed with pulmonary hypertension
- Jenna Lowe Trust/WC Department of Health (2016)

Kennisgewings: Toekennings en prestasies, Stad se vordering met Macassar-projek
- **Notices:** 2015 Awards and Achievements of your City & City updates on the Macassar Project
- CCT: Language Services (2016)

Advertensie
- **TV ad:** Voiceover text for TV show sponsored by rice brand (FMCG client)
- Folio Online (2016)

Marknavorsingsvraelys
- **Questionnaire:** Household cleaning products (FMCG client)
- Folio Online (2016)

Stad Kaapstad: Waterbeperkings
- **Press release:** City's Council amends and approves proposed water restrictions
- City of Cape Town Media Office
- CCT: Language Services (2015)

Persverklaring
- **Press release:** Company listing on the JSE (FMCG client)
- Folio Online (2017)

Marknavorsingsvraelys
- **Questionnaire:** Organisations' digital transformation (tech client)
- Folio Online (2017)

Alcohol Harms Reduction Game Changer
- **Questionnaires:** Learners/community
- **Information document**
- **Consent form**
- Western Cape Department of the Premier
- Western Cape Department of Cultural Affairs & Sport: Language Services (2016)

Slimleef Handboek: Afval
- **Presentation:** Smart Living Handbook: Waste
- Department: Environmental Resource Management
- CCT: Language Services (2016)

Huiseienaarstoelae: Vrae & Antwoorde
- **Brochure:** Homeowner Allowance: Questions & Answers
- CCT: Language Services (2016)

Advertensie
- **Radio ad:** Text lines for plastic bottle recycling (NPO client)
- Folio Online (2016)

Marknavorsingsvraelys
- **Questionnaire:** Financial products (financial services client)
- Folio Online (2016)

Nuusbrief No. 5
- **Newsletter:** Clinical trial (diabetes)
- Bayan-Tech (2013)

Marknavorsingsvraelyste
- **Questionnaires:** Fast food, personal hygiene products & municipal services
- TNS Research Surveys (2009)

Marknavorsingsvraelys
- **Informed consent form/questionnaire:** Condom use
- Folio Online (2017)

Persverklaring
- **Press release:** Announcement of SA tour by US fibre artist
- Folio Online (2017)

Pulmonêre arteriële hipertensie
- **Brochure:** Pulmonary arterial hypertension: A guide for caregivers/parents
- Jenna Lowe Trust/WC Department of Health (2016)

Advertensie
- **Print ad:** Rice varieties (FMCG client)
- Folio Online (2016)

Verkorte gedragskode
- **Poster:** Abridged Code of Conduct (telecommunications client)
- Folio Online (2016)

Advertensie
- **Print ad:** Bean pulse varieties (FMCG client)
- Folio Online (2016)

Advertensie
- **Radio ads:** Text lines for ConneCT digital campaign ads (government client)
- Folio Online (2016)

Gesonde harte
- **Brochure:** Preventing heart attacks
- Stellenbosch University Language Centre (2012)

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Translation | English > Afrikaans (cont.)

Marknavorsingsvraelyste
- **Questionnaires:** Various consumer goods
- TNS Research Surveys (2007-2005)

Biodiversiteitsprodukte
- **Posters:** Biodiversity products: Supporting land-use decisions in threatened ecosystems and special habitats
- Swartland, Drakenstein & Kaap Agulhas Municipalities
- Botanical Society of South Africa (2006)

Visieverklaring
- **Vision statement:** College of higher education
- Stellenbosch University Language Centre (2006)

Translation | Afrikaans > English

Library in Profile: Delft Public Library
- **Article:** Biblioteekprofiel: Delft Openbare Biblioteek
- *Cape Librarian,* March 1994
- CCT: Language Services (2015)

Bursaries for PhD students
- **Donor letter:** University students (Faculty of Economics)
- WriteArt (2013)

Maties receive prizes for parasite studies
- **Press release:** Stellenbosch University (SASSB awards)
- Stellenbosch University Language Centre (2012)

TNS Research Surveys
- **Document:** Body product concepts (back-translation)
- TNS Research Surveys (2010)

Translation | Dutch > English

FAQ: Banking app
- **Brochure:** FAQ on banking app (bank client)
- Technicis Finance (2017)

Medication
- **Website copy:** About information/FAQ
- **Product info:** Medication (eye ointment/ear spray for dogs)
- MyTranslation.com (2016)

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Editing | Afrikaans

Aanlyn koerante
- **Notice:** Subscription notice (media client)
- **Questionnaire:** Digital newspapers (media client)
- In Context Consulting (2014)

Editing | English

ANB Investments: ROOTED newsletter
- **Newsletter:** Scientific/technical articles and news about citrus/fruit farming
- ANB: Communications Department (2025)

ANB Investments: ROOTED newsletter 5 & 6
- **Newsletter:** Scientific/technical articles and news about citrus/fruit farming
- ANB: Communications Department (2024)

Corporate Services Directorate: Overview
- **Booklet:** Key objectives of CCT Corporate Services Directorate
- CCT: Communication Department (2024)

Invest in Cape Town
- **Report:** Regional Market Analysis and Intelligence for investing in Cape Town
- CCT: Communication Department (2023)

ANB Investments: ROOTED newsletter
- **Newsletter:** Scientific/technical articles and news about citrus/fruit farming
- ANB: Communications Department (2023)

ANB Investments: ROOTED newsletter
- **Newsletter:** Scientific/technical articles and news about citrus/fruit farming
- ANB: Communications Department (2022)

ANB 30 Years: Celebrating an eventful journey
- **E-book:** Business journey of ANB Investments (agricultural group)
- ANB: Communications Department (2021)

Desalinated seawater: A new source of water for Cape Town
- **Brochure:** Desalination for Cape Town
- CCT: Communication Department (2020)

City of Cape Town Public Art Catalogue 2019
- **Catalogue:** Cape Town Public Art
- CCT: Communication Department (2019)



Marketing Level 4
- **College textbook:** FET Level 4 Marketing
- Pearson (2008)

EasyHealth
- **Brochure:** Medical scheme benefits
- **Welcome letter**
- Affinity Group (2008)

AquaHeat
- **Brochure:** Swimming pool heat pump
- **Documents:** Installation/maintenance/ FAQ
- **Warranty**
- AquaHeat (2006)

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Proofreading | Afrikaans

UI/UX
- **User interface strings:** navigation, help files, instructions (tech client)
- Folio Online (2021-2014)

Kubersekuriteit
- **Newsletter:** Cyber security (medical client)
- Folio Online (2019)

Datasekuriteit
- **Newsletter:** Data security/compliance (medical client)
- Folio Online (2019)

Beleggings
- **Letter:** Client letter on investment (financial services client)
- Folio Online (2017)

Proofreading | English

Rand Water Innovation Hub
- **Booklet:** Rand Water overview of innovation in water quality, treatment and delivery
- Bushbaby Communication (2023)

Communications Handbook
- **Manual:** Guide on communication for CCT departments
- CCT: Communication Department (2020)

Company's Garden: Self-guided walk
- **Booklet:** Company's Garden
- CCT: Communication Department (2019)

Events Permitting: Online Application Guide
- **Manual:** Guide for events organisers
- CCT: Communication Department (2019)

Sell Well: How to nail every sale, every time
- **Book:** Guide on selling
- Clive Gibson
- Zebra Press (2014)

Everyone's Guide to the Consumer Protection Act
- **Book:** Guide on the CPA
- Clive Gibson & Geoff Hull
- Zebra Press (2012)

The VAT Handbook
- **Book:** Guide on value-added tax
- Geoff Hull & Clive Gibson
- Zebra Press (2012)

Successful Consumer Studies Grade 10 Learner's Book
- **School textbook:** Grade 10 Consumer Studies
- Oxford University Press (2011)

Make Yourself Heard: How to talk, act and dress your way to success
- **Book:** Speaking techniques
- Monique Rissen-Harrisberg
- Zebra Press (2010)

Global and Southern African Perspectives: Principles of Marketing
- **University textbook:** Marketing
- Philip Kotler & Gary Armstrong (eds.)
- Pearson/Prentice Hall (2009)

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Consulting | Afrikaans & English

Cultural consulting
- **Brand name screening:** Bank name (banking client)
- Words in Translation (2023)

Cultural consulting
- **Ad screening:** Print & online ad campaign (accounting software)
- Craft Translation (2020)

On-site consulting
- **Internal/external communication:** Subscription letters/emails/notices (media client)
- **Style guide setup** (call centre)
- **Verbal communication assessment** (call centre)
- In Context Consulting (2014)

Linguistic Review | Afrikaans & English

Linguistic review
- **Brand name screening:** Streaming service (media client)
- Craft Translation (2019)

Linguistic review
- **Brand name/logo screening:** Email marketing (tech client)
- Craft Translation (2019)

Linguistic review
- **Brand name/ad screening:** Print & TV campaign (petrochemical client)
- Craft Translation (2019)

Linguistic review
- **Tagline screening:** Beer brand (FMCG client)
- Craft Translation (2018)

Linguistic review
- **Tagline screening:** Energy drink (FMCG client)
- Craft Translation (2017)

Bitext chatbot training
- **List elaboration/review:** Organisation and company names in Afrikaans
- Bitext Innovations (2017)

Bitext chatbot training
- **Linguistic review:** Contractions in Afrikaans
- Bitext Innovations (2017)

Bitext chatbot training
- **Linguistic review:** Inflections of proper nouns in Afrikaans
- Bitext Innovations (2017)

Bitext chatbot training
- **Linguistic review:** List/morphological model of offensive words in Afrikaans
- Bitext Innovations (2017)

Localisation | English

Questionnaire localisation
- **Questionnaire**: Survey about medicine use (HIV/Aids)
- Gibson Research Consultancy (2023)

Questionnaire localisation
- **Questionnaire:** Survey about household cleaning products (FMCG client)
- Folio Online (2016)

Linguistic Quality Control | Afrikaans & English

Surveys
- **Survey audits:** Social media platform attributes
- Lionbridge (2025)

Product descriptions
- **Product description localisation:** Consumer goods
- Lionbridge (2022)

Scales
- **Questionnaires:** Scales to assess Alzheimer's
- **FAQ documents**
- Folio Online (2017)

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