

LAURA SMIGELSKI

Translator – Marketing & Localization Specialist
EN • DE • NL > FR (France)

Your message. Your tone. In perfect French.

I HELP INTERNATIONAL BRANDS
CONNECT WITH FRENCH
AUDIENCES THROUGH
CLARITY, CREATIVITY, AND
CULTURAL INSIGHT.

What I offer

What I specialize in

What I've done

Who I am

Let's talk

WHAT I OFFER

I don't just translate.

I help you communicate, captivate, and convert.

From brand storytelling to polished layouts, I provide a full-service approach tailored to the French market.

Marketing translation & transcreation

Because marketing needs meaning, not just words.

I make your message feel native, not translated.

Website localization

From homepage to checkout.

I make sure every word is spot-on and on-brand.

French editing & copy refinement

Already have a draft in French?

I'll make it smoother, sharper, and more effective.

Desktop publishing (DTP)

Clean, polished, and ready-to-publish files.

Your content will look as good as it reads.

Translation · Machine translation · Proofreading · DTP

WHAT I SPECIALIZE IN

Some content needs more than accuracy — it needs sensitivity and style.
Great brands deserve language that reflects their essence.



CHILDHOOD

ALWAYS AGE-APPROPRIATE AND PARENT-APPROVED.

Educational toys, kids' furniture,
baby care products, learning
materials.



FOOD & BEVERAGES

YOUR CONTENT AS IRRESISTIBLE AS YOUR PRODUCTS.

Gourmet products, organic
brands, supplements, product
storytelling.



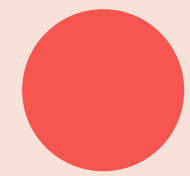
COSMETICS

POLISHED FRENCH, WITH A TOUCH OF GLOSS.

Natural skincare, beauty lines,
eco-friendly brands, product
instructions.

WHAT I'VE DONE

Examples of projects I've brought to life in French for brands that care about how they sound.



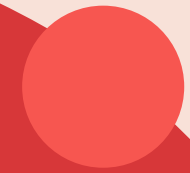
Translated marketing and product content for major European food brands, including frozen goods, kitchen appliances, and recipe collections.

(approx. 300,000 words)



Provided creative translations for beauty magazines, cosmetic laboratories, and premium skincare brands, including product descriptions, packaging, and promotional materials.

(approx. 300,000 words)



Adapted educational and playful content for the children's sector, including car seat brands, toy manufacturers, and digital platforms designed for neurodivergent children.

(approx. 300,000 words)



Provided transcreation services for social media campaigns, newsletters, and e-commerce platforms targeting French-speaking audiences.

(approx. 300,000 words)

WHO I AM

I'm Laura, a French native translator with a flair for marketing and a love for language that bridges cultures.

Since 2013, I've been helping international companies speak to French audiences with accuracy, personality, and precision.

Before going freelance, I worked as a project manager in a translation agency — so I get it.

I understand the timelines, the brand sensitivities, and the behind-the-scenes pressure.

That's why I know how to make your life easier.

What set me apart

- A translator with linguistic intuition and marketing sensibility
- A former LSP project manager — I get your workflow
- A collaborative mindset and a sharp ear for brand tone
- Equal parts creative and reliable

What tools do I use

- Trados · MemoQ · Déjà Vu
- InDesign · Illustrator · PhotoShop

What I bring

- Seamless collaboration, from first contact to delivery
- French that reads like it was written for your audience
- Clean, styled files — ready to go live

LET'S TALK

Got a project in mind — or just curious about working together? I'd love to hear from you.
Let's create content that not only sounds great in French, but actually works.



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