Tomi Parviainen
Freelance Translator | Medical & Marketing Localization Specialist
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PROFILE

Experienced freelance translator specializing in English-to-Finnish medical, technical, and marketing content. Strong background in SEO, product descriptions, and regulatory language. Clear focus on adapting texts for the Finnish market with cultural fluency and stylistic precision.

CORE SKILLS

- SEO-focused localization
- Marketing translation / transcreation
- Medical and technical terminology
- Regulatory and IFU texts
- Glossary adherence & style guides
- Keyword integration and clustering understanding
- CAT tools (Trados, memoQ, Smartcat, etc.)

EXPERIENCE

Freelance Translator
OutOfBounce / Self-employed
2018 – Present

- Translated & localized content for medical device manufacturers (e.g., sterilizers, instructions for use).
- Regular SEO translation tasks, including product pages, blog articles, and keyword-focused texts.
- Experience translating UI texts, customer-facing pages, and B2B materials.
- Deep understanding of Finnish target audience expectations and tone of voice.

SELECTED PROJECTS

- **Medical Devices**: IFUs, product descriptions, regulatory texts (EN → FI)
- **Marketing/SEO**: Localized product landing pages, keyword-rich blog posts, meta descriptions
- **Technical**: B2B product datasheets, operation manuals

EDUCATION & CERTIFICATIONS

- AI Expert Course (Ongoing – includes advanced prompt engineering and translation automation)
- Technical writing and terminology training (Various online courses)

TOOLS & TECH

- SDL Trados, memoQ, Smartcat, Xbench
- Microsoft 365, Google Workspace
- VS Code, Python

LANGUAGES

- Finnish – Native
- English – Professional working proficiency
- Swedish – Basic