

LISA GUST

COPYWRITER & TRANSCREATOR



HIYA, *I'm Lisa*

I'm a copywriter and transcreator with over half a decade of experience. In that time, I've worked with clients from various industries on an array of projects, including tone of voice, website copy, blog posts, case studies and email marketing.

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PORTFOLIO

A collection of my work
(aka the pieces which are not hidden
under an NDA).



THE OFFICE GROUP (FORA)

BRAND IDENTITY GERMANY
2023 - ONGOING

I worked with The Office Group to create their new consumer-facing brand: Fora.

With the world of work ever-changing, Fora is pioneering the workspace industry with sustainably built and uniquely designed spaces to make work work for you.

I created Fora's German brand identity: From adapting the tone of voice into German to creating the brand's playbook and implementing the above in every single piece of written copy - internal and external -, Germany was my pitch to play on.

[Visit the website](#)



CLIENT

testimonial

“It's been fantastic having Lisa on board with us over these last few months. She's been extremely proactive on briefs heading her way, has been flexible on timings when things haven't quite arrived when expected, and has done an excellent job on all of her briefs. We'll continue to work into the new year with her on a project-basis. Thanks!”

SOPHIE DICKERSON

CREATIVE PRODUCTION LEAD AT THE OFFICE GROUP



HAND IN HAND

WEBSITE LOCALISATION 2023

Hand in Hand International is a charity which supports women to succeed as entrepreneurs and lift their families out of poverty.

They contacted me as they were looking to create a simplified, localised German website.

Taking the existing copy and brand voice into account, I created German copy which used a register fitting for the charity sector, appealed to the target audience emotionally and conveyed statistics and facts accurately.

[Visit the website](#)



CLIENT

testimonial

“Following a recommendation, we asked Lisa to write the copy for our German language charity website. Lisa took the brief on board, got our tone of voice exactly right and picked up on the little details we might have missed, so the terminology was spot on throughout.

Added bonus: Lisa is lovely to work with, delivered the copy well ahead of time, and was super passionate about the charity’s work.
Thank you, Lisa!”

JEN GLYN

HEAD OF MARKETING AND COMMUNICATIONS,
HAND IN HAND INTERNATIONAL



SIMONA CELLAR

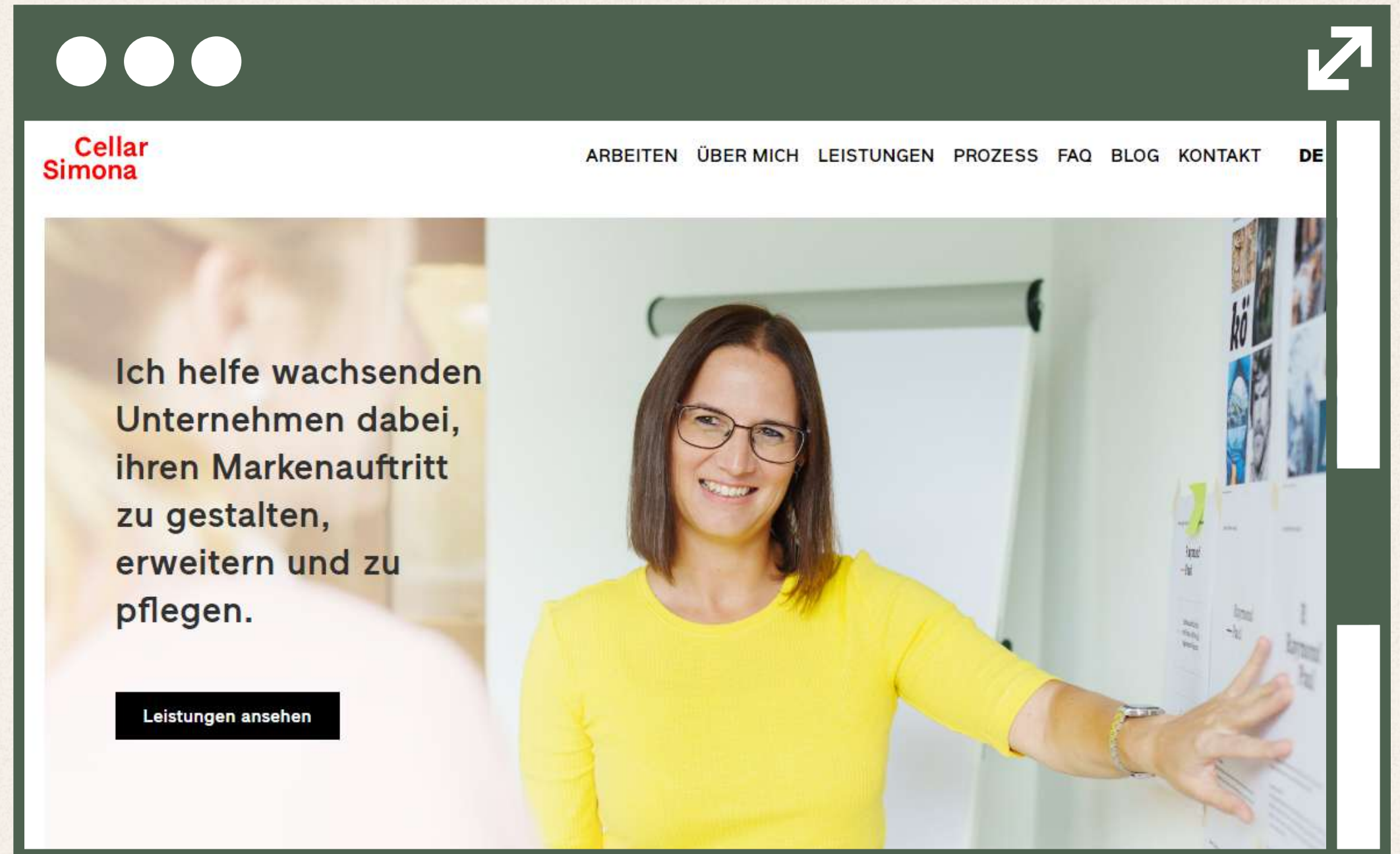
COPY EDITING | TRANSCREATION |
TONE OF VOICE | SEO
2023

Swiss brand strategist and designer Simona Cellar needed an overhaul for her brand.

The old copy didn't properly showcase her personality or expertise, and needed a bit of a spruce up to really speak to her target audience.

I edited the English copy Simona had already written, and then transcreated everything into German, including using relevant search terms to make Simona's website not only inviting, but also detectable for her ideal client.

[Visit the website](#)

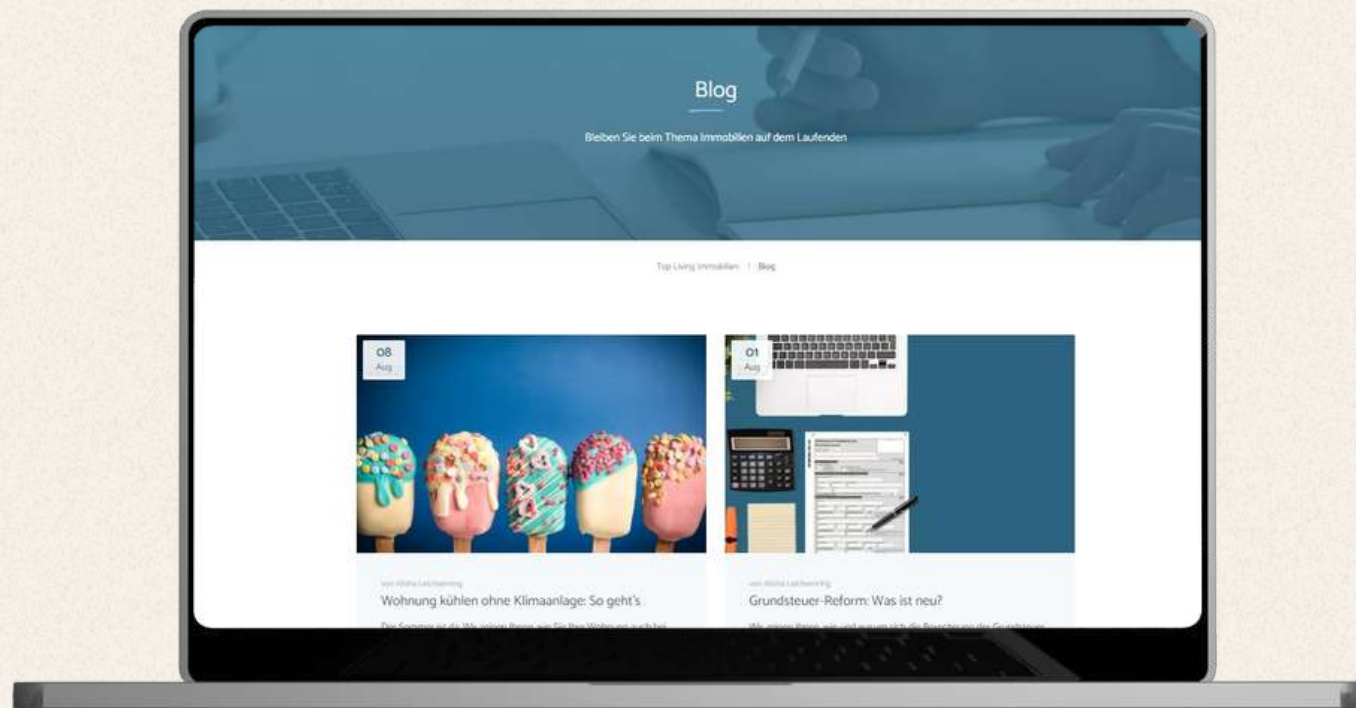




TOP LIVING IMMOBILIEN

WEBSITE COPY | BLOG POSTS | SEO
2021 - ONGOING

I collaborated with German real estate company Top Living Immobilien on their rebranding. This included writing the entire copy for their website as well as defining and implementing an updated tone of voice. And our relationship has continued beyond that: I provide regular blog posts for their website.



[Visit the website](#)

[Visit the blog](#)

CLIENT

testimonial

"Lisa has been supporting us for over 1.5 years with her great work. She has written our entire website and writes informative blog articles for us on a regular basis. Lisa is very reliable and researches her topics very conscientiously. Due to her support, we were able to increase our Google ranking a lot and generate significantly more enquiries."

TOP LIVING IMMOBILIEN





MORE WONDERFUL CLIENTS I'VE WORKED WITH



BOLDSPACE

Boldspace

Transcreation and quality assessment



Intrepid Travel

Localisation of promotional materials, newsletters, paid search ads and legal copy





MORE WONDERFUL CLIENTS I'VE WORKED WITH

DAN WHITE

Dan White, SEO Specialist
Website localisation

[Visit the localised website](#)



Marius Blau, Freelance specialist for online marketing
Blog posts [German]

[Visit the blog*](#)

*Only blog posts under the category
'Praxismarketing für Zahnärzte' were
written by me



CLIENT

testimonial

“I reached out to Lisa to look into getting my website translated and localised to reach the German market. The process from start to finish was excellent. She made a real point of understanding my business and my target audience and within a couple of weeks had delivered a cracking set of pages which delivered their first enquiry within 24 hours of going live.”

DAN WHITE

FREELANCE SEO SPECIALIST






HONORARY MENTIONS

or: the ones under NDAs.

CLASS³⁵

croud

 **Leinhäuser**
Language Services

 **LinguaPoint**®

adapt
WORLDWIDE

welocalize



CLIENT

testimonial

“I cannot recommend Lisa highly enough! Lovely to work with, easy to communicate, fantastic at articulating the intended meaning when it comes to localisation and just as skilled at creating bespoke in-market content that both entertains and reads naturally. And great at giving clear actionable feedback to other copywriters. It is always a pleasure to work with you, Lisa :)”

GEORGINA LAKE

FORMER SENIOR PROJECT MANAGER AT CROUD



NICE WORDS

from colleagues

“Lisa is an excellent writer. She delivered high-quality, well-researched work and hit every point of the brief first time round, no editing needed.

What more can you ask for?”

RACHEL BAKER

COPYWRITER

“I recently had the pleasure of working with Lisa again on a common project where I reviewed her work before it was sent to the client. As a colleague, I can highly recommend Lisa: She is a very good translator and an excellent German copywriter. She combines natural talent and skill with sincere dedication and the willingness to never stop learning. The German texts she produces sound natural and fresh, are fit for purpose and, where appropriate, backed by thorough research – always a joy to read. She is easy to communicate with, reliable and professional. 5/5 Stars – would work with again. :)”

MARI SCHMIDT

QA SPECIALIST



NICE WORDS

from colleagues

“I had the absolute pleasure of working with Lisa on a huge UK-German banking brand. After developing the brand voice in English and starting to write the website, we needed a transcreator to roll out the brand personality in German.

Lisa came onto the project and hit the ground running. She had no problem getting to grips with the brand personality, and set to work making sure the essence of brand was relayed to the German market. Her understanding of the cultural nuances of the German market and client-base, along with how easy she is to work with, made the roll out wonderful.

Not only that, but Lisa was a great asset for the English copy team, too, by serving as a great sounding board for ideas.

I have absolutely no doubts that Lisa will be a wonderful asset to any team, and I absolutely would love to collaborate with her again. In the meantime, I recommend her wholeheartedly for teams looking for a wonderful and professional person to work with.”

MICHELLE O’CONNOR

BRAND CONSULTANT
AT OGAM CONSULTING





GET IN TOUCH

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This portfolio was last updated in March 2024.