

ALVA /// wordsmith

Textwork :: Translation :: Training



Maria Alva Roff, owner/operator

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"Maria delivered an absolutely wonderful translation. I'd definitely choose to work with her again." -- Björn Th. Björnsson, author
"Professional and quality text. Thank you." -- Hrönn Birgisdóttir, National Museum of Iceland

Qualifications

Independent Business Owner ::: ALVA /// wordsmith

March 2000 - present

ALVA /// wordsmith provides intuitive and professional access to the English language for both web and print, and is fully committed to helping our customers see their projects to completion and language needs fulfilled. This includes text work (content creation, captioning, editing), translation (Icelandic to English) and private/group tutoring and training in the academic and business arena.

Over the last 15 years I have gained the respect of my many clients, both local and international, for dedicated, thorough and efficient craftsmanship. I have, to date, written, translated and proofed a wide variety of texts from literature to non-fiction, including journalistic articles, museum handbooks, masters and doctorate theses, environmental reports, travel guidebooks, and much more. I have consulted on a number of projects in development, and helped guide them to success. References from satisfied clients upon request.

Creator at Iceland Eyes ::: www.icelandeyes.com

August 2004 - Present

I created the award-winning, internationally-known www.IcelandEyes.com in 2004 during the newly-emerging social media scene. I saw a need for an Iceland-based website that emphasized through photos and words a more everyday Icelandic experience. Since then a popular book has been published based on my work, and I'm enjoying a strong voice on the now-vibrant social media scene. The Iceland Eyes brand is internationally recognized and has a dedicated readership in the thousands.

Translator / Coordinator ::: TBS: Tokyo Broadcasting System

August 2014 - September 2014

"The Berlin Bureau of Tokyo Broadcasting System TBS worked with Maria Roff on a short special report on the whaling situation in Iceland. Maria's work as a coordinator / translator was very professional and efficient. She helped us getting interviews with several people from industry and politics, and some of them would have been impossible if it weren't for her wit and her extensive network of acquaintances. Even in case of seemingly intractable obstacles, Maria will find a solution. Maria is a very energetic, solution-oriented and funny person."

Language Arts Instructor ::: Tækniskólinn (Technical College of Reykjavik)

August 2008 - June 2014

As a language arts instructor I help Icelandic college-level students develop effective strategies for processing and producing a wide variety of text forms in their second language, English. By helping students access their natural curiosity, self-discipline and solid work ethic, many showed amazing advancements in their communication skills. Students learned to write formal and persuasive essays, as well as journalistic articles, ad copy, short stories, poetry and various forms of New Literacy. I prepare my students for excellence of performance in the scholastic, technical and career environment, with a strong emphasis on clear communication, presentation, critical thinking and self-motivation.

Writer - SEO content ::: Higher Click

May 2012 - October 2012

I was commissioned to create online copy for a variety of clients, and on a wide variety of topics, which were subsequently published under a byline chosen by Higher Click. The articles I wrote covered diverse subjects in pop culture, design, fine arts and lifestyle, and were usually commissioned for a two to three day turnaround. Examples are available upon request.

Product Manager and Licensed Insurance Agent ::: Deans & Homer

May 1996 - February 1999

At this privately-owned reinsurance company, I was responsible for redefining the renter's insurance program, Direct Access. This included strategic planning with a small group on logo and brochure design and text creation, creation and maintenance of a bank lockbox payment service for thousands of insureds, organizing live customer service access, and maintaining a daily database of program activity.

"We've contracted Maria a number of times in the past decade, and we wouldn't hesitate to do so again for Icelandic to English Translation, back translation in the same language pair, and proofreading of other translator's completed work. She completes on deadline and is easy to communicate with at all stages of the contracting process." -- Stef Van De Gehuchte, Blue Lines Translation

"Maria proofread my doctorate thesis in English on developmental therapy. Her understanding of the English language and sensitivity for text and sentence construction proved invaluable, especially during the final stages of the process. She is dedicated and very much a professional. She worked quickly and well." -- Snæfriður Egilsson, professor, University of Akureyri

Education

University of Iceland / Háskóli Íslands

Diploma - Teaching Credential, English Language and Literature/Letters, 2005 - 2006
University of Iceland / Háskóli Íslands

University of Iceland / Háskóli Íslands

Master of Arts (MA), Comparative Literature, 2001 - 2003
Grade: GPA: 8.5 (out of 10)
Emphasis on interdisciplinary literary techniques as well as the historical origins of poetics and myth.

University of California, Santa Cruz

Bachelor of Arts (BA), Theater Arts - Drama, Literature, History and Production Management, 1988 - 1993
Grade: UCSC grading is based on written evaluations. Evaluation: Excellent Performance.
Minor in Modern Dance: movement interpretation and dance as language.

Honors and Awards

Innovations in Education, City of Reykjavík, June 2005

"Maria digs for diamonds in her textwork and translation She is awesome at putting my thoughts, and the words of my characters, into perfect sentences with all the emotion and intent intact. Over the past eight years she has translated a film script and a tv series for me, and is the only person I would go to for my Icelandic to English needs." -- Þorgrímur Þráinsson, bestselling author

Skills & Expertise

Translation	Writing	Editing	Teaching	Creative Writing	Literature	Blogging
Leadership Development	Published Author	Acting Training	Copywriting	Proofreading		
Social Media	Project Management	Management	Research	Public Speaking	Field Training	

About me

I'm a native Icelander born and raised in the California South Bay/San Francisco area. My parents moved to the States to follow their dreams, and to offer my sister and I high-quality educations in one of the top school districts in California, in the Santa Clara (Silicon Valley) region. I was raised bilingual, in an Icelandic household, and as such have had great success using both languages for careers in translation and education since I chose to repatriate to Iceland in 1999.

As my hundreds of former students can attest, much of my practice as an educator was based on instilling in them a sense of competency in their understanding of and use of English in scholastic, business and personal settings. While at Tækniskólinn, I was allowed to develop a brand-new, highest level English course which I based on themes of New Literacy and language use in the modern web-based world. I taught my students to value efficiency, clarity, and structure while maintaining flexibility and personal power in their content and communication. These are concepts I value highly myself, and that I apply in my everyday life as best I can.

I am extremely solution-oriented when it comes to problem solving and developing new modalities for success. Efficiency, though, never has to mean giving up on levity, humor, compassion, and understanding. As a matter of fact, in my world, that's what makes a person, a family, and a company, a true success.

"Maria is the best English teacher. She taught me that time is precious and accountability is in your hands and if there is something you want in life you can get it, for those who have the discipline, preparation and organization to try. She has strong Leadership Development, and taught me to have it too." -- Sigurður Óskar Óskarsson, electronics engineer