

CONTENT MARKETING & LOCALISATION
ANNE-CHRISTINE CHARIGAULT



ANNE'S PORTFOLIO



COPYWRITING
CONTENT OPTIMISATION
KEYWORD RESEARCH
CONTENT LOCALISATION
(DE-EN-DE)

SERVICES

CONTENT MARKETING & LOCALISATION
ANNE-CHRISTINE CHARIGAULT



MY WORK

MY WORK



I created this article for the Lieblingsgarn.de craft blog.

The page still ranks in position 1 on Google for "Stricken für Anfänger Ideen" (monthly search volume 300) and related terms around knitting for beginners.

It is also showing as a source for the AI generated answer to "Was kann man als Anfänger stricken?".



[READ THE FULL ARTICLE](#)

(LIEBLINGSGARN, 2025)

MY WORK



For TePe Germany, I created a guide on how to use interdental toothbrushes.

I planned and wrote the article in German before it was fact-checked by a professional dentist.

The article achieved position-1-rankings for “Zahnzwischenraum reinigen” (Monthly search volume 200) and achieved mentions in featured snippets.



READ THE FULL ARTICLE (DE)

(KINESSO, 2023)

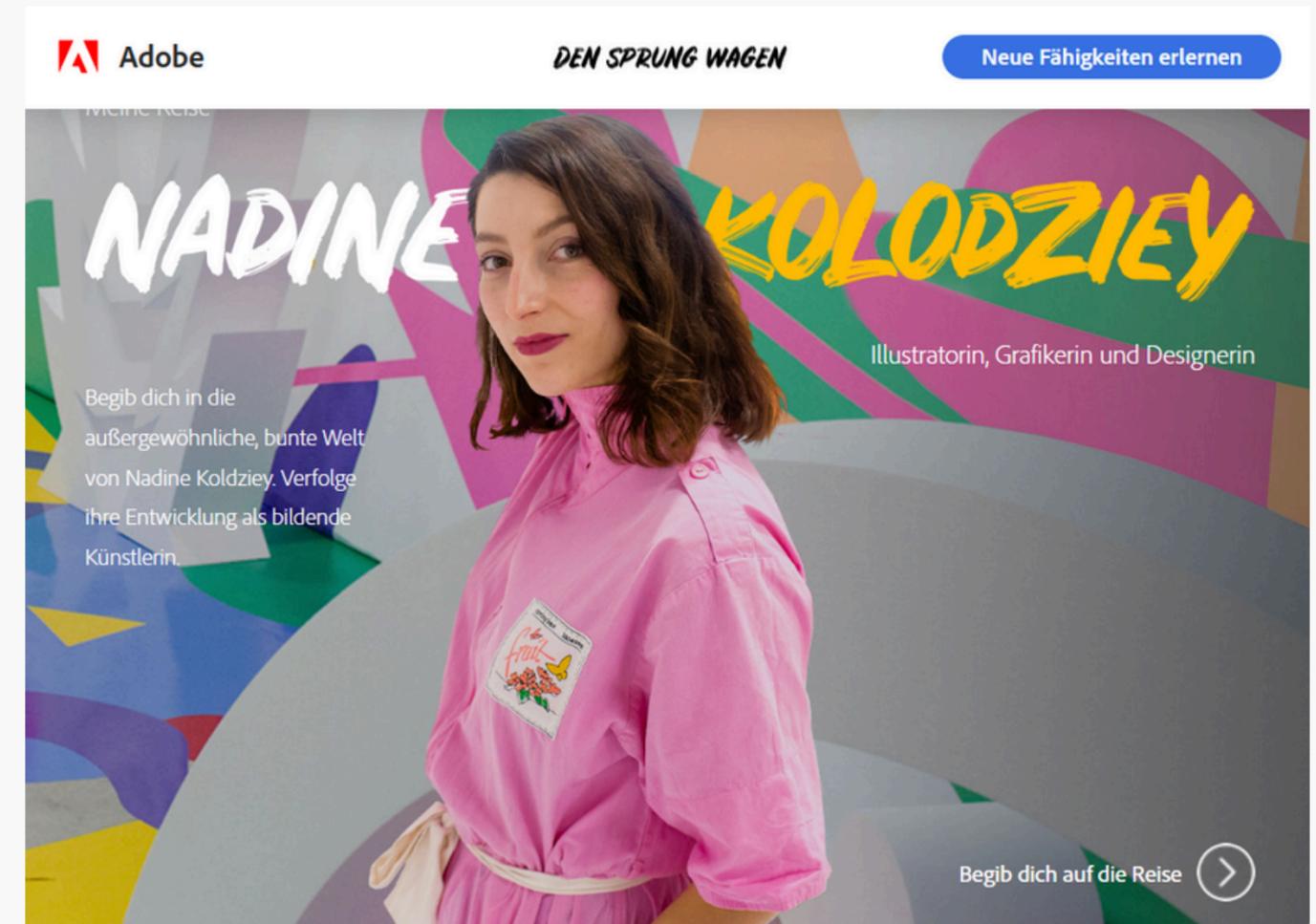
MY WORK



This piece is a German localisation of an international content campaign for Adobe.

In 2018, I created the German copy, which promoted Adobe's 'Creative Residency'.

We interviewed and featured artists like Nadine Kolodziey on dedicated landing pages in collaboration with our design and development teams.



[READ THE FULL ARTICLE \(DE\)](#)

[SEE THE ORIGINAL \(EN\)](#)

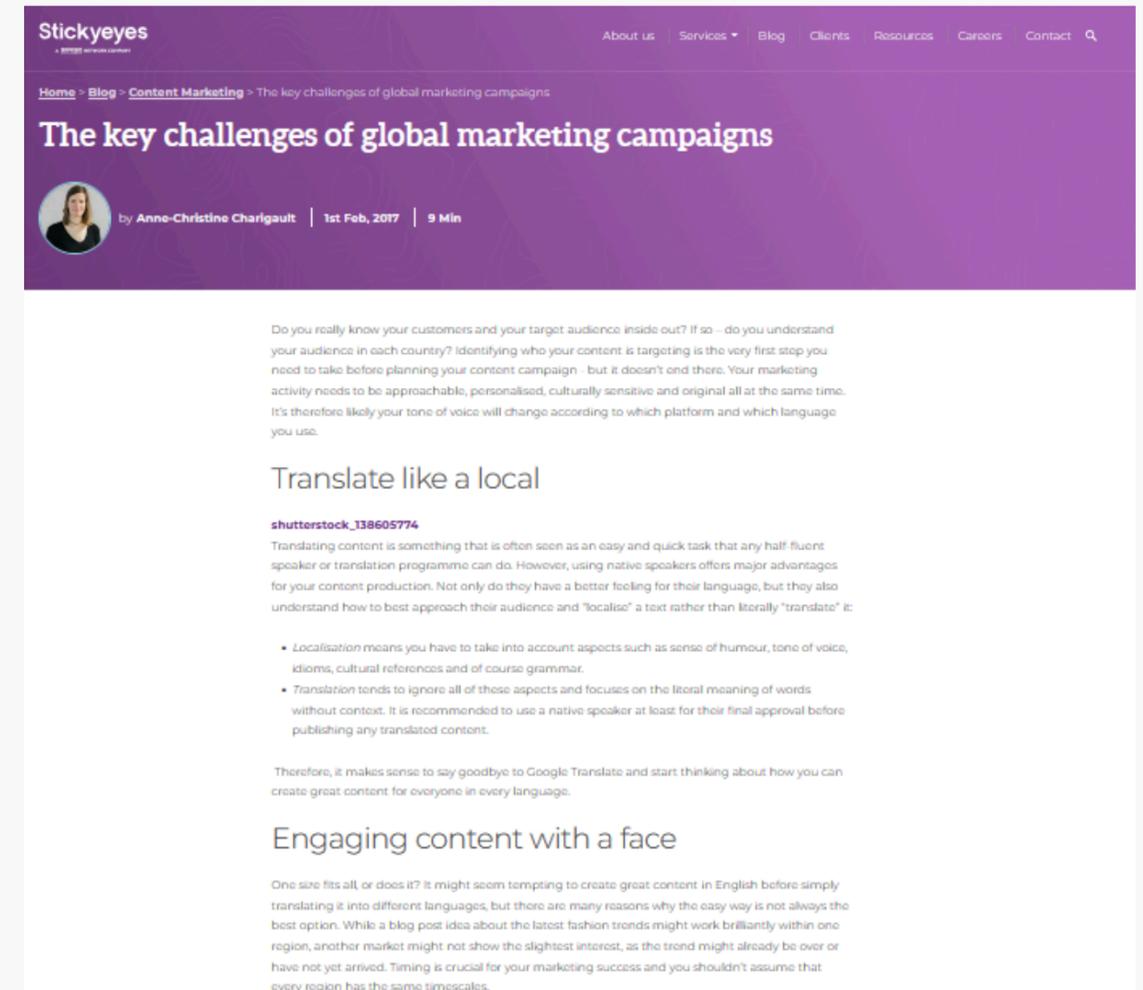
(STICKYEYES, 2018)

MY WORK



While working for the digital marketing agency Stickyeyes in the UK, I created a thought leadership piece about content translation vs. localisation.

It raises the challenges global brands face and what happens if they get it right (or wrong).



READ THE FULL ARTICLE (EN)

(STICKYEYES, 2017)



CONTENT MARKETING & LOCALISATION

ANNE-CHRISTINE CHARIGAULT

I'm Anne-Christine and I'm based in Berlin, Germany. I lived and worked in the UK for 8 years, where I led an International Content Marketing Team at the Digital Marketing agency Kinesso.

After moving back to Germany, I worked in-house as a content expert for an e-commerce business and very recently started going freelance.

I love water sports, crocheting, writing and reading fiction and playing board games with friends.

My aim is to help clients consider a more empathetic approach to marketing, positioning their brand as authentic, helpful and relatable.

ABOUT ME

CONTENT MARKETING & LOCALISATION

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