

ALISON HUGHES MITI

French to English translations/copywriting for the creative industries



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Personal Profile

I am a **French to English translator and copywriter** specialising in **texts for the creative industries**. I have extensive experience translating websites (tourism, food and drink, cosmetics), museum materials (press packs, visitor materials, arts programmes) and magazine articles (fashion and beauty). My corporate background is in the wine and spirits industry.

Relevant CPD/qualifications

- **December 2015 WSET (Wine & Spirit Trust) level 2 passed with distinction**
- Costume Society Conference – July 2015
- Translating Business Films (1-day workshop) – January 2015
- Culture Action Europe conference, Newcastle – October 2014
- **College of Media & Publishing copywriting diploma (Distinction) – June 2014**
- Re-source: fashion heritage in the digital age - Arnhem, June 2014
- BP14 Conference for Freelance Translators – Budapest, May 2014
- Transcreation workshop – London, April 2014
- Organised/attended Translating Culture Workshop – London, October 2013
- 2013 ITI Conference – London, May 2013
- Organised/attended Literary Translation Workshop – London, March 2012
- Writing for the web workshop – Edinburgh, October 2011
- Organised/attended Art Translation Workshop – London, March 2011

Education/Professional Associations

- **Coordinator of the ITI Media, Arts & Tourism network – since 2010**
- Member of the Institute of Translation and Interpreting (MITI) since 2001
- MA (Ord) French, German & Economics – University of Glasgow (1981)

Employment History

- Freelance since 1997
- 1989 - 1997: Translator for United Distillers plc (now Diageo plc) Glasgow
- 1987 - 1989: Translator for United Distillers plc (now Diageo plc) London
- 1984 - 1987: Secretary to the Export Director of VAT 69 Whisky, London
- 1981 - 1984: Export department of Mumm Champagne, Reims, France.

Social media

Facebook: <https://www.facebook.com/AHcreatrans>

Twitter: @AHcreatrans

Blog: <http://ahcreatranschatterandverse.blogspot.co.uk/>

Additional information

Project Manager for Milngavie Book & Arts Festival 2011 (2009-2010 – volunteer and committee member).

Testimonials

Many thanks for your very good translations. I really like your style and the way the translation flows naturally :-)

I already started on your translation and it strikes me as an exceptionally good one! You succeed very well in conveying the exact meaning without translating the exact phrasing. I like that.

I like the way you can really stand back from a text and then distil the essence.