



## Michael Benis

### Writer & Transcreator

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#### Curriculum Vitae



**Name:** Michael Benis BA (Hons) FCIL MITI SoA/TA

**Services:** Communications Strategy, Copy & Concepts, Creative Direction, Internal and External PR, Ghostwriting, Screenwriting, Speechwriting, Journalism, Public Speaking & Training, Transcreation and Literary Translation.

**Languages:** English (mother tongue), French (Degree std), Italian (fluent bilingual)

**Professional Associations:** Fellow of the Chartered Institute of Linguists  
Member of the Institute of Translation and Interpreting  
Member of the National Union of Journalists  
Member of the Society of Authors and Translators' Association

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**Website:** [www.michaelbenis.com](http://www.michaelbenis.com)

**Date of birth:** 23.12.1958

**Place of birth:** London

**Experience:** 34 years' copywriting and transcreation for leading blue-chip companies

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### Career history

1995-present	Freelance Brand Strategist, Copywriter, Creative Director, Journalist, Transcreator and Translator
2004-04/2013	Nexus, Bologna: Creative Director
2007-2010	Ethical Advertising: Creative Director
2002-2007	University of Westminster: External examiner (Developing Professionalism & Translation Technology)
1999-2010	Sussex Interpreting Services (Registered Charity): Chair of the Board of Trustees / Management Committee
1997-1998	Institute of Translation and Interpreting: Director
1991-1995	Gruppo Logos, Modena, Italy: Copywriter, Creative Director & Senior Translator/Editor
1989-1991	Charles Walls Group, Leeds, UK: Copywriter
1989-1989	Lonsdale Advertising, London, UK: Copywriter
1984-1989	Intracoop, Bologna, Italy: Senior Translator & Copywriter
1984-1985	English Centre, Bologna, Italy: Teacher
1982-1984	University of York, UK: Research (James Joyce) and teaching (20th century literature, Shakespeare)

### Education

BA (Hons)	English & Related Literature (French), University of York
S Level	English Literature
Use of English	Distinction
A-Levels	English, French, Classical Civilisation
O-Levels	Biology, Chemistry, English Language, English Literature, French, Latin, Maths, Additional Maths, Religion, Physics

### Residence abroad

Italy:	1980, 1984-1989, 1992-1994
France:	1978



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#### Clients

Aeternum, Agnona, AGV, Aigle, Alfa Romeo, Al-Ko Kober, Alstom, Arkimat, Atril, Banca Aletti, Banca IMI, Banque Colbert, Barilla, Belgian Tourist Board, BBDO, Beppe Lopetrone, Bologna, Carpi, Florence and Modena City Councils and Tourist Boards, Bosco Espresso Machines, Bridgecraft, Brighton Magistrates Court, Cargolux, Carmi & Uberris, Carpigiani, Cartier Philanthropy, Champion, Charles Walls Group, Ceruti Consulting, Chartered Institute of Linguists, Circuit Line, Clay Paky, Clivet, CNA, CNR, Coalite, Continental Airlines, Dainese, Della Toffola, Design Group Italia, Diligent Investments & Trust, De Longhi, Diavia, Ducati, Dunlop/Slazenger Golf, East Design Group Italia, Sussex Health Authority, Electrolux Professional, Elica, Epoch Software, Ethical Junction, European Audiovisual Observatory, European Council, European Parliament, Federal Express, Fideuram - Intesa Sanpaolo Private Banking, Fideuram Vita, Independent on Sunday, Fiat, Fidia, Fondation Roi Baudouin, Fortune Investment Management, GlaxoSmithKline, Gruppo Logos, Hive Jobs, HSBC Republic, ICI, IBM, ILO, Interlang Communications, Institute of Translation and Interpreting, Italian Centre of Parapsychology, Italian Tasteaway, Kandeia, Lamborghini, Lancia, Lancôme, Landini (Massey Ferguson/Perkins), Language International, Luxottica, Mailander, Mareno, Marposs, Matra, Menarini, Mercury Consulting (Italy), Mercurio Srl, Merloni (Ariston, Indesit, Scholtès), Mintex/Don, MAC Group, Montedison, MSC Cruises, MSC Mediagrafica, MSC Italcatering, Necsy (Hewlett Packard), Nexans, Nexus, Nuxe, Obiettivo Lavoro, Omniadvert, Ospedale Maggiore Bologna, OTIA, Overmarine, Partners in Business Communication (JWT Group), Pfaff - Rimoldi Necchi, Porgès, Ravenna Oil Consortium, Realitalia, Repères Communication, Riello, Saatchi & Saatchi, Safilo, Scottex, Selle Italia, SIVI (General Electric), Spettra, Schlegel, Studio Conseil, Sulwhasoo, Sussex Police Authority, Tari Iniekio-Suboh, Taschen, Technogym, Tekelec Telecom, Tend, Thomson Telecom, Telesoft, The Independent, TranslateMedia, UNICEF, Unicredit Banca Mobiliare, Universities of Bath, Bologna, Leeds, Modena, Westminster and Urbino, Valsoia, Vetlab Supplies, Vitapet, VM Motori, Volvo Italia, Ward Group, Zambon Group, Zanasi, Zanussi Grandi Impianti.