



Oliver Lawrence

Fellow of the UK Chartered Institute of Linguists (FCIL).

The first **Italian-to-English translator** to earn **Chartered Linguist** status.

Diploma in Translation from the CioL. "ISO Qualified". Qualified Member of and Assessor for the UK Institute of Translation and Interpreting (MITI), "Highly Commended" in the entrance exam.

Specialisms: transcreation; translating tourism and luxury marketing copy.

Incisive, zestful translations and a prompt, friendly service from a native English speaker.

Personal details

Native language: English (British) **Nationality:** British **Born:** England, 1970

Contact details

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Translation and editing work

I have translated or edited over 6 million words since 2008 for regular clients in over 20 countries, and I provide copywriting, stylistic-editing and copy-editing services, primarily of English texts by Italian authors.

Types of translation

- **Marketing:** social-media lifestyle copy, websites, brochures, promotional articles, advertising slogans (transcreation) and product naming, newsletters, press releases, event write-ups, product labelling, market research, corporate hospitality, media/crisis management policies, video scripts, brand books
- **Tourism:** guidebooks, tour brochures, audio guides, location descriptions, websites (hotels, tour operators, cruise lines, ferry companies), leaflets for hotel guests, accommodation advertisements, exhibition reviews, experience packages, menus
- **Commercial:** standard operating procedures, quality management guidelines, environmental policies, organisation and management models, reports, minutes, manuals, numerous contracts (tenders, conditions of sale, conditions of carriage, shipping agreements), data protection policies, gaming regulations, certificates

Example projects

- wall texts for the exhibition "Numbers" at Palazzo delle Esposizioni, Rome
- 2 full-length published travel guidebooks on Venice and Verona
- ebook "The Via Aemilia"
- Instagram messages for a superyacht group since 2017
- luxury-hotel, property development and corporate-hospitality websites
- press releases and newsletters about automatic doors and snow guns
- articles on art exhibitions
- online help text for a major software application for designing steel structures
- research papers on film and television
- social-media marketing guidelines
- a city-council website
- online brochures for a motorcycle tour

- operator
- corporate video scripts (copywriting)

- a corporate newsletter for a major IT firm

Professional development

Professional associations and other memberships

- Chartered Institute of Linguists (Fellow: **FCIL**)
- Institute of Translation and Interpreting (**MITI**)
- ITI Italian Network
- ITI Marketing Network
- ITI Beauty, Fashion and Luxury Network
- ITI International Network
- Mediterranean Editors and Translators (2015–24)
- Italian Translators' and Interpreters' Association
- ACES (American Copyeditors) 2024
- Professional Copywriters' Network
- Plain Language Association InterNational (2013–21)
- Quality in Translation campaign
- Poetry Society

I am a member of the Chartered Institute of Linguists disciplinary committee support pool, responsible for upholding professional standards, a member of the ITI International Network committee, and convener of the Translation Mentors' Circle.

I am an official assessor of translators seeking qualified membership of the ITI.

Continuous Professional Development (CPD)

I read widely in the fields of copywriting, Plain English, modern English usage, and travel writing. My work has been vetted by leading legal–plain–language specialist Cathy Wilcox. I regularly attend travel–industry events (e.g. WTM) and translation/language workshops and online courses, e.g.:

- Conferences: ITI (2024, 2022, 2017 and 2015), CIOL (2020), BP (2017, 2019), ITI Day 2018, METM (2015–18, 2020–21, 2024), Creativity in Translation (2016), ProZ (2014), IAPT (2013), Hospitality Day (2017, 2018), Web Marketing Festival (2017, 2018), Translation and the Computer (2019)
- "Translation check-up", a week-long advanced, intensive course in translation with top literary translator and author Tim Parks (Scuola Fenysia, Florence, 2019)
- Luxury Hospitality Standards (including F&B, front of house and housekeeping) – a 20-hour online course run by the International Luxury Hotel Association (ILHA, 2018)
- 30 Copywriting secrets from the best ad campaign of all time (Alan Sharpe, Udemy, 2017)
- Conversational copywriting – the future of selling online (Nick Osborne, Udemy, 2017)
- Writing with impact: writing that persuades (Clare Lynch, Udemy, 2017)
- Copy Cabana copywriting conference (2016–17)
- Core skills translation course (ITI Italian network, 2016)
- Digital Marketing (MOOC, Southampton University, 2016)
- Seth Godin's freelancers' course (2015)
- Andy Maslen's Breakthrough Copywriting course
- Web Copywriting (course at the Borsa Mediterranea del Turismo, Naples, 2014)
- Clear Writing Seminar (European Union/ITI/CIoL), 2012
- Contracts and Civil Liability terminology workshop (by David Hutchings, solicitor), 2012
- Style Matters writing workshop (by Ros Schwarz & Chris Durban), 2011
- Webinars: Travel/tourism translation, Elements of style, Writing for the web, Transcreation, Corpora, Revising translations, QA, Computer security, Managing terminology, Plain English, Persuasive communication, Disruptive marketing, Working effectively with project managers, Web content and copywriting for tourism, etc.

I have also run a survey on best practices in translation for the travel industry (2014).

Selected publications and presentations

Musical writing masterclass, a 3-hour workshop for SENSE, 2020, and for the SFT (2023 and 2024)

Musical writing presentation at the 2022 ITI conference, 2020 CIOL conference and 2019 BP conference

Adding value for translators (CIOL Translators' Day 2023)

"Best practices in translation for the travel industry", "The Back Translation Slam", "Championing the Translation profession", "The Continuous Professional Debate", "The Case for Clarity" – articles published in the ITI Bulletin

"[Clear Writing, Clear Benefits](#)" – 60-minute webinar presentation given in February 2014, expanded into a [3-week course](#) (2014, 2015, 2016, 2017, 2018x2, 2019)

"When is a translation done?" at ITI Day 2018

"Be a better writer" at BP17

"I had to swerve before I hit him: the perils of ambiguity and how to avoid them", at METM16, 2016, and METM Revisited 2020

"Best practices in translation for the travel industry", invited speaker at the ITI Media, Arts and Television network workshop, 2015

"Translating for the travel and tourism industry" – guest speaker at the ProZ conference 2014

"[Translating for the travel and tourism industry](#)" – 70-minute webinar presentation given 2013

"Clarity: serving our clients by serving their readers" – guest speaker at the IAPT conference 2013

"Quick ways to access favourite files and websites" – article in Editing Matters magazine, June 2013

"[Keeping up with client style](#)" – article published on Adventures in Freelance Translation blog, 2013

"[Redazione di testi di promozione turistica rivolti al mercato straniero](#)" – article on the blog [formazioneturismo.com](#), September 2014

Software tools

Wordfast Classic (Trados-compatible); Microsoft Word, Excel, PowerPoint; Adobe Reader; ApSIC Xbench; PerfectIt; AsUtype; McAfee antivirus; IntelliWebSearch.

Other professional experience and skills

1993–2008: analyst, technical author, editor, trainer, team leader, quality manager/auditor and programmer at Ascribe Ltd, a supplier of software systems to the UK National Health Service.

Formal education and qualifications

- 2018: Fellow of the CIOL; "ISO Qualified"
- 2014: Became the first IT>EN translator to be accepted as a **Chartered Linguist** by the CIOL
- 2014: Passed the ITI entrance examination ("Highly Commended")
- 2008: **Diploma in Translation** (Italian to English) from the CIOL Educational Trust – 2 Distinctions and a Merit in the 3 papers – in the top 5–10% of candidates
- 2007: 12-month Diploma preparatory course (City University, London)
- 2006: CILS level 4 (*Certificato di Italiano come Lingua Straniera*) – certificate of professional-level proficiency in Italian as a foreign language (Università per Stranieri di Siena)
- 2004–6: Part-time study in Italian translation, language and culture, obtaining the highest available grade in all assessments (Anglia Ruskin University, Cambridge)
- 1992–3: Diploma in Computer Science (**Cambridge University**)

- 1988–92: BA (Hons) **degree** (2:1) in Mathematics (**Cambridge University**)
- 1984–8: Millfield School, UK – I have 5 A-levels and 12 O-levels/GCSEs (all at the top grade)