

# AMBROGIO TERZOLI

Transcreator, Copywriter, Language Analyst

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Highly experienced (10+ years) language professional, bilingual in English/Italian, fluent in French and Spanish, specialized in marketing translation, transcreation, copywriting and language analysis. Outstanding skills in the rendering of marketing campaigns, product launches, ad texts, web content and technical translation (chemistry/geology). Master's degree in Translation at CIOL (IoLET Level 7 Diploma in Translation), Postgraduate Diploma in web, medical and legal translation and BA in History.



## Translation Technical Info

**Language pairs:** English-Italian; French-Italian; Spanish Italian; Italian-English.

**Daily productivity:** 2000 words (technical translation); 3000 words (general translation); 4000 words (copy/editing).

**CAT Tools:** MemSource/Phrase (own licence); Trados (own licence); Café Trans Espresso;

**Rates:** £0.08 p/w (transcreation/copywriting); £0.06 (translation); £0.04 (copy/editing); £0.03 (MTPE).

**Services offered:** Translation; Transcreation; Copywriting; Copy/editing; MTPE; Proofreading.



## Language Skills

English/Italian (bilingual), Spanish (fluent), French (fluent), Portuguese (intermediate), Latin (intermediate), German (basic), Czech (basic).



## Work Experience

**Jan 2010 - Current** **Transcreator, Copywriter, Language Analyst**  
*The Multilinguist, London*

- Full running of a translation business, working with translation agencies and private clients; my work ranges around three main areas:
- **Transcreation and copywriting of marketing material:** ad lines, product launch campaigns, website content. Work entails the translation of given material into the receiving language and culture (transcreation and

cultural adaptation), with special focus on readability, cultural norms, potentially sensitive issues.

- **Star project:** Transcreation of ad line for Amazon Alexa video (<https://shorturl.at/ejs47>).
- **Technical translation in the field of chemistry, biology and mechanics:** catalogues, product inventory, company websites, health and safety policies and regulations. Work entails the rendering of technical material into the receiving language and market, the research to ensure all terms and expressions are carefully understood by specialists in the receiving language and the optimisation of web searches to ensure the right hits are speedily found.
- **Star project:** Localisation of Erlab Website into Italian (<https://shorturl.at/ozCJV>).
- **Language analysis for content adaptation into the receiving culture:** the work, carried out prior translation proper, is of consultancy nature and entails a thorough analysis of text content from the perspective of its language, cultural values and impact, adaptability, concepts, visual style, characters, script and more. Findings are then assessed against a set of reference sources and an argument is built and discussed.
- Additionally, I have worked on a number of translation projects aimed at books publication. Work entails side by side work with authors, publishers and translators and the management of all requirements leading to publication (preparation and submission of drafts and final copies, revisions, page layout)
- **Star projects:** Translation of "Nori e Eu" (Masanori Ninomiya, Sonia Ninomiya) (PT>FR). Translation of "Ascolta e guarisci il tuo corpo" (Laura Bertelé) (IT>EN).
- **Brands I worked for:** Amazon, Amundi, Axa, Bartolomeo, Bollinger, Boursorama, Alcon, Deliveroo, DPD, Devialet, Citroën, Ebiquity, Hager, Hyatt, Indent, Lactalis, Manomano, Ouibus, Ploom, Rare Champagne, Sotheby's, Tiger, Wirex, Xerox, XL Catlin, Erlab, Metaldecor.
- **Agencies I work with:** Creative Culture, TW Languages, Moravia (RWS Group), Foreign Tongues, Verboo, Alkemist, Elite Asia, PAB.

Feb 2018 -  
Current

## Language Teacher

*The Multilingualist, London*

Teacher of English, Italian and Spanish, TELF qualified with specialisation in online teaching. Teaching a selected number of students, particularly professionals wishing to gain/improve their language skills. Extensive knowledge of the theoretical and practical functioning of a language, through work as translator; passionate, enthusiastic and inspirational mentor, with great ethics and exceptional people skills.



## Education & Qualifications

Jan 2018 -  
Jan 2021

## Dip Trans Level 7 Diploma in Translation

*The Chartered Institute of Linguistics - London*

Exams read: Unit 01, translation of a general text, Unit 02, translation of a literary text, Unit 03, translation of a social science text

- ◆ **Jan 2016 - Apr 2017**    **Postgraduate Diploma in Medical, Legal and Web Translation**  
*Institute For Translators And Interpreters - Pescara*  
Exams read: English to Italian Web Translation (2017), English to Italian Medical Translation (2017), English to Italian Legal/commercial Translation (2017)
- ◆ **Apr 2020**    **Qualif Level 5 Certificate in Teaching English as a Foreign Language (TELF), The**  
*TELF Academy*
- ◆ **Apr 2020**    **Certificate in Teaching English Online, the**  
*TELF Academy*
- ◆ **Apr 2017**    **Dip Trans Online Preparatory Course**
- ◆ **Jan 2009 - Apr 2015**    **BA Honours: History**  
*Open University - London*