



# Jocelyne Benoit

## French Linguistic Services

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### ACADEMIC TRAINING

Translation certificates I-II University of Montreal, Université of Quebec in Montreal (French Studies),  
Cégep du Vieux-Montréal (D.E.C. French Letters)

### ADDITIONAL SKILLS

MS Office, Power Point and Excel



### SKILLS AND STRENGTHS

- Solid experience in French language services: creative conceptual writing, adaptation, translation, proof-reading, revising and editing
- Excellent command of French as well as a strong understanding of and familiarity with both spoken and written English
- Familiarity with the Toronto market and with various client head offices
- Experience directing Francophone talent both on set and in sound studios
- Professionalism, creativity, efficiency, adaptability



### PROFESSIONAL ASSOCIATIONS AND HOBBIES

UQÀM Centre of Design (live sketching), YMCA and CCI Outremont (watercolours), Outremont Tennis Club,  
Union des Artistes (trainee) (Bon dimanche program), SOCAN (voice work)



### AWARDS

- Award for excellence, ritournelle « Entre amis » - Tourisme Nouvelle-Écosse, campagne multimédia
- Award, Flèche d'or, « Les technologies dans l'art des affaires », IMS Canada
- Grafika Award- « Sortez de votre coquille » - Invitation Ressources graphiques
- First Prize GM Pontiac/Maybelline - « Démarrez le printemps en couleur », Infopresse



### PROFESSIONAL EXPERIENCE

Both on contract and as a freelancer, Jocelyne has worked for consumer goods companies as well as organizations and enterprises in the public sector. Throughout her thirty-plus years of experience in the field of communications, Jocelyne's passion for the written word has always been her strength.

Throughout her career Jocelyne has often been called on to adapt or translate direct-to-consumer materials (including PPT presentations) for well-known pharma companies such as Bristol-Myers Squibb, Connaught Novo, Roche Diagnostics, Canderm, Allergan, Rougier, Sabex, Dexpharma, Prevox. More recently, and on an on-going basis, Jocelyne has translated PPT presentations as well as other materials for Valeant Canada. In 1999, Jocelyne had the opportunity to create a public relations campaign for IMS Canada for which she won a *Prix d'Excellence*.\*

Check out her **PORTFOLIO** at [www.emotioncommunication.com](http://www.emotioncommunication.com).

## **SAINT-JACQUES VALLÉE YOUNG & RUBICAM**

French language services for **Dell Canada & Ford Canada**

## **FREELANCE WORKER**

Sub-contracting for agencies and advertisers (client **list** on demand)

## **PUBLICITÉ YOUNG & RUBICAM**

Ford Canada, Bombardier/lancement Seadoo, Johnson & Johnson, Canada Dry, Lipton, Beefeater, Culinar, Whitehall Laboratories, etc.

## **PUBLICITÉ LEO BURNETT**

Benson & Hedges, Fuji, Procter & Gamble/Secret, Camay, Head & Shoulders, Kellogg, Pillsbury, Tambrands, Weston, etc.

## **PUBLICITÉ VICKERS & BENSON**

Bristol-Myers Squibb, Connaught Novo, Ford, CN Rail, Nabisco, White Swan, Simpson, Heinz, Loto Atlantique, etc.

## **PUBLICITÉ PLANICOM/PNMD-BAKER LOVICK**

Delta, Kodak, GWG, Neilson, Kimberley-Clark, WondrerBra, etc.

## **PUBLICITÉ FOSTER**

Air Canada Cargo, Hôtels Hilton, GM, Canada Dry, Doucet, Téléglobe, etc.

## **PLACE BONAVENTURE INC.**

**Promotions Coordinator - public relations, copywriting, internal communications**

Working with the budget provided by the Merchants Association, Jocelyne planned and supervised promotional activities for the Gallery and Boutiques: seasonal sales, fashion shows, cultural expositions, artistic performances, arts and crafts demonstrations, children's shows, fund-raising events, etc. In addition, Jocelyne was responsible for concept development and copywriting of marketing materials such as newspaper ads, press releases and radio spots designed to publicize the Commercial Centre and its promotional events.

## **PUBLICATIONS QUÉBECOR, MAGAZINES CHÂTELAINE et MADAME**

Advertorials and Reports (Métamorphose, monthly articles)