

**PROFILE 2020**

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**BENITA CASSAR TORREGGIANI INCORPORATED – 1988 to present**

**President/ Branding & Visual Strategist**

Over thirty years of international experience. Producer & Director, Creative Consultant of integrated media. Primary skill and focus on marketing a brand/product/organization from inception to completion.

**PURE KIKOY STYLE / Design & Marketing Fashion Product - 2017 to present**

**Developer / Clothing Designer** New venture utilising the Kikoy (Kikoi) from the Kenyan Indian Coast, a traditional cloth worn. Marketing product in Europe and USA. Branding 'Pure Kikoi Style' line to include sarongs, shirts, towels, bedding. [www.kikoytowels.com](http://www.kikoytowels.com).

**MARSOVIN WINERY / Video Documentary '100 Years' - 2019**

**Producer / Director** 27 minute documentary/TV, Social Media about a Maltese family of 4 generations and their achieved success in wine production on the islands of Malta and Gozo.

Link to 100 Years documentary "<https://m.youtube.com/watch?v=3H9L5EhQULs&feature=share&fbclid=IwAR053UXIxXAq-el4OJH9WCYx0BwuLSDXSNk7ysG7mGUUnzhpQ7QJtRtGOHc>"

**APP DEVELOPMENT / Marketing Social Media - 2015 - ongoing research/development/promotion**  
'Official Destination Tanzania Zanzibar Serengeti Ngorongoro Kilimanjaro'

**Developer / Designer** Digital Tourism app about the East African Country of Tanzania targeting the rapidly paced digital communications movement appealing to the western tourism market.

Working directly with Government affiliations and the people of Tanzania. Initiated concept and proposal/development, documented most video/print, research, Graphic Design, oversaw Production - Programmer/coding, PR and Promotion, Collateral Materials.

**APPLE INC.** - January 22, 2015 Apple Inc. Store, Grand Central. New York City

Event and Keynote Showcase honoring career as Creative Visual Branding Strategist & Producer.

**DONALD KAUFMAN COLOR 2005 to 2016**

**Branding Consultant & Graphic Designer for Donald Kaufman Color** (Paint color for Interiors).

Developed corporate branding design, LOGO design and applications - advertising, packaging design & collateral. Management & development including consulting, creative thru final production including on site oversight all phases of print production – collateral, signage, adverts, 3D Display & packaging. Launch 2009.

**SHERWIN WILLIAMS - PRATT & LAMBERT PAINTS** - as part of a partnership agreement with DKC Color, Visual product designer of all collateral materials and packaging design to include labels, lids, samples, etc..

**WILLIAM JEFFERSON CLINTON FOUNDATION / CLINTON GLOBAL INITIATIVE**

2009/2010/2011/2013/2014/2015

**Volunteer** CLINTON GLOBAL INITIATIVE annual meeting. Volunteer assisting in various capacities.

**Marketing Intern** WILLIAM J CLINTON FOUNDATION. Creative services and consultant to Marketing Department on all communication materials including Web, Graphic Design, Video, Collateral Materials.

**JP ADVERTISING 2003/2004**

**Creative Director & Manager of Creative Services of Advertising Agency (Malta)**

Creative Consultant, Quality Control, Time Management and Troubleshooting. Advised and art directed advertising campaigns in the Telecommunications and Financial Industries. Advertising concepts and execution led to Agency being retained by notable Clients. Accounts: BOV Bank (first advertising for online banking), Middlesea Insurance, Maritime Marine Authority.

**FASHION & BEAUTY**

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**Art Director/Editor/Creative Consultant**

**Graphic and Website Design/Print & Video Production/Management**

Created advertising campaigns, collateral materials, packaging design, display, promotions, sales meeting materials including concept to completion of final output for international and national companies.

**CALVIN KLEIN INC. CRK Advertising 2001/2002**

**Creative Consultant/Art Director/Print Production of CRK Advertising Agency**

-Global Creative Consultant working directly with Mr. Klein & SVP Global Communications Creative Director.

-Advised and art directed international advertising campaigns, implemented and enforced the Calvin Klein and CK graphic communication standards worldwide, created and produced integrated marketing communication solutions to reinforce brand name identity for brand and licenses. e.g. a retrospective book of Calvin Klein's history in advertising.

-Developed label names and designed graphics for fashion, accessories & fragrance.

-Supervised ALL visual material globally including print advertising, video, promotions, packaging, collateral (direct mail /catalogues, posters, invitations), In store design materials, special projects.

-Hands On on site nationally and internationally, oversight all phases of print production – collateral, signage, adverts, 3 D Display/packaging.

-Advised on talent and supervised outside agency work and print production worldwide. (Italy, France, Middle East, Asia & Australia)

-Identified and communicated regularly to management effectiveness of procedures and systems to improve quality, efficiency and budget parameters.

-Supervised and directed CRK Advertising team of 25+.

**Client List - 1980 - Present**

Chanel

Karl Lagerfeld

Paloma Picasso

POLO/Ralph Lauren

TSE Cashmere

Adrienne Vittadini

Alfred Sung

Bruno Magli

Parfum Stern for Perry Ellis & Oscar de la Renta Fragrances

Cosmair for Polo/ Ralph Lauren & Vanderbilt Fragrances

Susan Ciminelli Spa,

**Retail**

Barney's New York

Bergdorf Goodman

Saks Fifth Avenue

Bloomingdales'

**EDITORIAL**

**New York Magazine - Fashion Editor**

**Vogue, Brides' Magazine - Advertising Department Assistant**

BENITA CASSAR TORREGGIANI INCORPORATED

**DOCUMENTARY AND VIDEO:** Director/Producer/Segment Producer

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**MARSOVIN WINERY / Video Documentary '100 Years' - 2018 to 2019**

**Producer / Director** 27 minute documentary about a Maltese family of 4 generations and their achieved success in wine production on the islands of Malta and Gozo.

**SABER PARTNERS, LLC**

**Video Producer** "Auction Rate Securities" video for Wall Street Financial Advisor /Pundit Joseph Fichera. Using available footage from broadcast, edit in video graphics and corporate identity to create short compilation promotional videos for website, iPhone, Android.

**JP ADVERTISING - Malta**

**Producer/Director of TV Pilot affiliated with Advertising Agency**

Conceived and developed TV Pilot: Bon Jou Malta, a daytime broadcast lifestyle program.

**THE SOVEREIGN MILITARY ORDER OF THE KNIGHTS OF ST. JOHN 1**

**Videographer** Invited by prestigious Roman Catholic religious Order to produce documentary and music CD of the 900<sup>th</sup> Anniversary about the Knights of Malta. Shot on the island of Malta.

**CD Sovereign Military Order of the Knights of St. John 2001**

Executive Producer of Music Soundtrack CD "Celebrating 900 Years" The Knights of Malta

**MARSOVIN LTD. 2001/2002**

**Producer/Director** of Corporate Video "Cassar de Malte' - The Culture of Wine" Documentary about Marsovin Ltd., focusing on the art and culture of winemaking. Shot in Malta over a period of a year.

**MTV**

**Segment Producer/Director** Segment Producer/Director of Video "MTV House of Style - Kiss and Makeup Beauty Guide" Both a Home Video and Broadcast profiling Beauty Treatments, Products and Philosophy on Beauty Topics.

**ANASAZI**

**Director/Producer.** "Natural Remedies" Promotional and Sales training Video for the Hair Products Company "Anasazi Salon Systems".

**ACHIEVEMENTS, AWARDS, EXHIBITS, EVENTS & PUBLISHING**

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**APPLE INC.** - January 22, 2015 Apple Inc. Store, Grand Central. New York City

Event and Keynote Showcase honoring career as Creative Visual Branding Strategist & Producer.

- (1) hour presentation retrospective with comments defining branding concept, strategy and production.
- Featuring international advertising & design campaigns, TV: Fashion Designers, Beauty/Cosmetics/Skin Care Lines, Designers, and Retail: Ralph Lauren/Polo, Karl Lagerfeld, Adrienne Vittadini, TSE Cashmere, Chanel, Donald Kaufman Color, Cibar, Barneys New York, Bergdorf Goodman.
- Electronic media: app development featuring participation and collaboration in the APPLE One to One Program in the digital design and development of the global travel app "Official Destination Tanzania Zanzibar Serengeti Ngorongoro Kilimanjaro with support of the Tanzania Tourist Board".

**BERGDORF GOODMAN MAGAZINE** - 2012

Featured in an article in magazine's celebratory 100th Anniversary of the company highlighting my unorthodox concept and strategy in art directing an advertising printed Fashion and Beauty Campaign.

- Article written by well known author Glenn O'Brien.
- Commissioned printed work by notable 'art' photographers and 'artists' to express 'their vision and interpretation' of fashion and beauty. Artists and Photographers included Annie Leibowitz, Robert Mapplethorpe, Guy Bourdin, Henry Wolfe, Matthew Rolston, Dean Chamberlain, Diane Blell.

**AAUW** – 2008

Hosted Event "I Dream of Africa" for the American Association of University Women (New York Chapter)

- Produced & Hosted Event "I Dream of Africa" a presentation and insight for Westerners about the East African country of Tanzania.
- Guest speakers: Benita Cassar Torreggiani, Tanzania Minister of Natural Resources and Tourism, Managing Director of Tanzanian Tourist Board, Visiting Professor of Swahili at Princeton University/Dar Es Salaam University.
- Exhibited photographs of Tanzania, materials made in Tanzania.

**PHOTO JOURNALISM**

- LID Magazine – Versailles/France, Stonehenge/UK 2006
- TRAVEL WORLD NEWS - Photo Journalism – Pangani/Tanzania 2010

**SERENA BASS 'Serena, Food & Stories: Feeding Friends Every Hour of the Day'** – 2004

**Art Direction:** Food Photography for Cookbook

**EDUCATION**

New York University/Tisch School of the Arts: Graduate Studies/Film  
Emily Carr Institute of Art & Design, Vancouver: Final Cut Pro Editing  
SUNY Fashion Institute of Technology, New York: AASC Fashion Illustration  
Art Students League, New York: Drawing, Painting. Received 'Red Dot' Award.  
Istituto Per L'Arte E Il Restauro, Florence Italy: Painting Diploma Fine Arts

**SKILLS**

Apple Computer Applications/PC; General proficiency: Adobe Creative Suite, HTML.  
Development and Production of all phases of Linear/Digital Photography, Video and Print.  
Writing Campaigns, Copywriting.  
Excellent organizational skills  
Expertise in travel & budgetary planning. Booking and negotiating talent, locations.  
Research of resource materials internationally. Resourceful.  
Extreme attention to detail.

**MEMBERSHIP**

The Luxury Marketing Council  
Royal Malta Yacht Club  
LinkedIn, Facebook, Twitter

**For portfolio samples please inquire to [bct@bctmedia.com](mailto:bct@bctmedia.com) / [www.bctmedia.com](http://www.bctmedia.com).**