

BENJAMIN
BENCHITRIT

CLASS OF
2000 (ES)



Where did you go for university and what did you study?

I got into McGill for Management. After a year, I switched to the Arts Department, where I majored in Political Science and minored in World Religions and graduated with a Bachelor of Arts. It only took me three years to complete my bachelor's degree, as I received a year's worth of credits by scoring high on the Bac.

**What did you do after graduation from university? Graduate school or full time work?
Where are you now?**

After university, I took a year off. I worked for six months in the restaurant industry in order to pay for a six-month trip to Europe (backpacking, youth hostels and 2004 Euro Cup in Portugal).

When I came home, I decided I wanted to get into advertising as a copywriter. So I took a one-year course at Humber (called Media Copywriting) that guaranteed an internship at the end of the program.

I got my foot in the door at an agency called Axmith McIntyre Wicht in 2007, then worked my way up the ladder at various agencies in Toronto. I then moved to London, England for four years, where I freelanced as a copywriter. I am now back in Toronto, where I recently got a job as an Associate Creative Director at Agency59, which is

the new Axmith McIntyre Wicht. Basically, I interned at Axmith, and got promoted to ACD 10 years later.

Do you have a favorite memory or story about your time at LFT that you would like to share with us?

My five years at the Lycée were wonderful. We were the first class when the school opened, the oldest grade (they kept creating levels as we moved up) and the first to graduate. So everything was always new, even after five years. My favourite memory is playing soccer in one of the basement classrooms, which hadn't been claimed by a teacher yet. It would later become the chemistry lab. We didn't have a gym in those days, so we would blow off some steam by playing four-on-four games, with desks as goals.

What advice would you give to students who are about to graduate from LFT ?

My advice to students who are about to graduate is that there's tons of time to figure out what you want to do as a career. If you aren't one of the 'lucky ones' who know exactly what the rest of their lives will look like, don't sweat it. You still have a few years to explore, try, fail, take risks and make mistakes. And when you do find what you're good at (or what you like doing), figure out how to make money from it and you'll be fine.

