

OLIVIA DOWNING

SENIOR CREATIVE

ABOUT

PORTFOLIO: ODCOPY.COM

An award-winning senior copywriter, previously of international disruption agency TBWA\MCR, I've made my passion for creativity my life's work. As a result, I've been listed as one of The Drum's 50 under 30 Outstanding Creative Women in the World, featured on Campaign's 'Ones To watch' List, judged Writing for Advertising for D&AD in 2021, and I'm also the founder of the 1000+ member event, CIA: Chicks in Advertising in Leeds and Manchester.

As I've worked in concept teams and solo, created compelling brand work, as well as integrated ideas for TV, online and more for leisure, retail and B2B clients, I've a very varied experience to bring to the table. Now, I'm excited to take my experience of working in more traditional ad agencies and teaching creative advertising in higher education to the wider creative industries at large.

EXPERIENCE

UNIFORM GROUP

Senior Copywriter | April 2022 - present

- Senior copywriter and line manager, creating above the line concepts, strategic decks and TOV development for Primark, Ideal Standard, Amtico, Encona, Masonite and more

TBWA\MCR

Senior creative team | June 2018 - April 2022

- Copywriter in senior concept team, creating and developing integrated TV and online campaigns for clients such as Alton Towers, JD Williams, Beaverbrooks, BP, David Lloyd Clubs and Bosch

UNIVERSITY OF CENTRAL LANCASHIRE

Guest lecturer Creative Advertising BA | January 2018 - present

- Worked with first and final year advertising students, resulting in 3 D&AD New Blood Pencils in 2018

REFINERY GROUP

Midweight creative | June 2015 - 2018

- Copywriter working on concepts for TV and below the line for clients such as Siemens, Simply Be, Varta, Remington, Dulux and Magnet

AMV BBDO

Creative internship | June 2015

- Received a 3-week place on a competitive creative internship and worked on clients such as Mars, Walkers and Virgin Atlantic

ACADEMIC BACKGROUND

UNIVERSITY OF MANCHESTER

English Literature & French (BA Hons)

- 2:1 with distinction in spoken French. Spent two years in Paris at Université Sorbonne Paris IV and HEC Paris, while performing comedy in French and English



CONTACT DETAILS

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ACHIEVEMENTS

D&AD JUDGE 2021 - WRITING FOR ADVERTISING

Judged global awards for acclaimed creative charity D&AD

THE DRUM'S 50 UNDER 30 2019

Voted an outstanding creative woman globally by marketing press The Drum

DRUM ROSES GOLD AWARD FOR RADIO

Won highest accolade for my radio ad for David Lloyd Clubs in 2020

SCHOOL OF THOUGHT WINNER 2017

Won 3 month creative competition which took me to Cannes Lions in 2018.

CIA: CHICKS IN ADVERTISING FOUNDER

Founded an advertising event for women in Manchester and Leeds. 1000 members in 4 years