



Once a Parisian comic, now an award-winning ACD/senior copywriter, previously of disruption agency TBWA\MCR. Whether crafting copy or creative directing, working solo or in a concept team, it turns out creating compelling brands and campaigns for a smorgasbord of clients is much easier than making French people laugh.

Professional Experience

Associate Creative Director

Uniform Group April 2022 – present

ACD and head of copy, directing on concepts, including a rebrand for Primark.

Primark, Merseyside Police, Amtico, Nilfisk, Visit Liverpool.

Senior Creative Team

TBWA\MCR June 2018 – April 2022

Copywriter in senior concept team, creating and developing integrated TV and online campaigns.

Alton Towers, Beaverbrooks, Chessington World of Adventures, BP, David Lloyd Clubs, Bosch.

Midweight Creative Team

Refinery Group June 2015 – 2018

Midweight copywriter working on concepts above and below the line.

Siemens, Simply Be, Varta, Remington, Dulux, Magnet.

Creative internship

AMV BBDO June 2015

Won a three-week place on a competitive creative internship and worked on clients such as *Mars, Walkers* and *Virgin Atlantic*.

Olivia Downing

Associate Creative Director & Copywriter

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Academic Experience

Honorary Master of Arts

Leeds Arts University 2023

Awarded an honorary degree for outstanding contribution to advertising.

Visiting Lecturer

University Of Central Lancashire

Leeds Arts University

2018 – present

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

University Of Manchester

BA (Hons) English Literature & French

2:1 with distinction in spoken French.

Achievements

D&AD Judging Panel

Writing For Advertising

CIA: Chicks In Advertising

Founder

Created a regular advertising event for women in Manchester and Leeds. 1000 members in four years.

**50 under 30 Exceptional Women in Creative
The Drum**

Drum Roses For Radio

Gold Award

'Wimbledon Over Too Soon' – *David Lloyd Clubs*.

School Of Thought

Winner

Three-month creative competition which took me to Cannes Lions in 2018.

IPA Effectiveness Award

Bronze

Elevate your Everyday - *David Lloyd Clubs*