

OLIVIA DOWNING

ACD/COPYWRITER

ABOUT

PORTFOLIO: ODCOPY.COM

An award-winning ACD/ senior copywriter, previously of disruption agency TBWA\MCR, I've made my passion for creativity my life's work. As I've worked in concept teams and solo, created compelling brand work, as well as integrated ideas for TV, online and other media 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 traditional ad and brand agencies and teaching creative advertising in higher education to more future-facing creative industries at large.

EXPERIENCE

UNIFORM GROUP

Associate Creative Director | April 2022 - present

- ACD and head of copy, directing on concepts and creating above the line campaigns and brand work 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 and 2022

- 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



ACHIEVEMENTS

HONORARY MASTER OF THE ARTS - LAU

Awarded honorary masters for outstanding contribution to advertising by Leeds Arts University

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