

OLIVIA DOWNING

CONCEPTUAL COPYWRITER

ABOUT

As an award-winning copywriter in a senior creative team for 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 900+ member event, CIA: Chicks in Advertising in Leeds and Manchester.

With my experience in creating compelling integrated ideas for TV, online and more for a smörgasbord of clients, I'm excited to take my experience of working in traditional ad agencies to the wider creative industries at large.

EXPERIENCE

TBWA\MCR

Senior creative team | June 2018 - present

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

UNIVERSITY OF CENTRAL LANCASHIRE

Guest lecturer Creative Advertising BA | January 2018 -20

- 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 TV and below the line for clients such as Siemens, Simply Be, Varta, Remington, Dulux, Magnet and more

AMV BBDO

Internship | Summer 2014

- Worked on the Virgin Atlantic pitch - and won over a month long competitive internship in London

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
Judging global awards for acclaimed institution 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. Mentor weekly on competition to this day.

CIA: CHICKS IN ADVERTISING FOUNDER

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