OLIVIA DOWNING

CREATIVE DIRECTOR

M 07490 110 600

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A 25 Roxholme Grove,
Leeds, LS7 4JJ

W odcopy.com

PROFILE

Once a Parisian comic, now an award-winning Creative Director, previously of disruption network agency TBWA. I've picked up a few gongs along the way, including a Drum Roses Gold and IPA Effectiveness Bronze, judged D&AD's Writing for Advertising panel and made The Drum's 50 Under 30 Exceptional Women in Creative. I also founded Chicks in Advertising, growing it to 1,000 members across Manchester and Leeds. So whether it's creative directing or crafting copy, working solo or in a concept team, creating compelling brands and campaigns for a smorgasbord of clients has always come more naturally than making French people laugh.

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR

CREATIVERACE | 2025 – PRESENT

Responsible for the creative department in a 50+ person creative agency, including above the line and shopper campaigns for concept, design, motion and artwork.

Clients: Greggs, ASDA, Northern Trains, Total Fitness Majestic Wines, Quorn, St Pierre

ASSOCIATE CREATIVE DIRECTOR

UNIFORM GROUP | APRIL 2022 – JULY 2025

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

Clients: 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.

Clients: 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.

Clients: Siemens, Simply Be, Varta, Remmington, 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.

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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.

BA (HONS) ENGLISH LITERATURE & FRENCH
UNIVERSITY OF MANCHESTER
2:1 with distinction in spoken French.

ACHIEVEMENTS

D&AD JUDGING PANEL 2021
Judged D&AD ‘Writing For Advertising’ panel

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.