Orla Doherty

COPYWRITER & CONTENT DESIGNER



CONTACT

(353) 861953556

orladoc55@mail.com

orla-doherty-copywriter-animation-scriptwriter/

Dublin, Ireland

EDUCATION

Msc Advertising
Technological University, Dublin

BA Honours English Literature
Trinity College, Dublin

PROFESSIONAL DEVELOPMENT

Content Design CPD accredited
Content Design London Academy
2020

Advanced cert in Effectiveness
Institute of Practitioners in Advertising, 2017

PROFESSIONAL SUMMARY

- A career-long record of creative and strategic brand campaign development with a focus on storytelling, content strategy and creation, stakeholder management, and brand building. As a creative problem-solver I create content across a variety of digital media and traditional touchpoints. As a brand guardian, I ensure consistency of tone of voice and alignment with brand guidelines for various clients. An excellent collaborator across cross-functional teams, and leader and mentor to younger team members, I have excellent writing abilities with strong editing skills, and a keen visual eye. Portfolio available.

WORK EXPERIENCE

Associate Creative Director **July 2021 – Present**
MediaMonks

My current role is as creative lead on Google Ireland, primarily for Brand and Reputations work. I oversee all copy and creative including UX writing for websites/microsites, landing pages, blog posts, case studies, email paths, video-scripts, social posts, internal talk-tracks for Google Key opinion formers at events. I've also worked on YouTube copy, Google Notes for Play, Google Cloud tech writing and directed episodes of Google Coffee Breaks video series.

- Creative lead on 'You're the Business', a digital upskill for SMEs that came about as a strategic initiative between Google and the Irish government. Originated creative work, wrote video scripts, interviewed ambassadors, collaborated with art directors and editors in video post-production. Key in strategic planning for the programme going forward. **Overall reach of year one activity measured as 1,195,689 audience reach; 774k YouTube video views; 121K website visits; and over 4000 businesses digitally upskilled.**
- Creative copy lead and creative director on 'This City Works', a unique partnership between Dublin city-based community employment services and Google Ireland, helping job seekers in Dublin find the right job for them. Interviewed subjects for website case studies, wrote UX copy and advised on layouts for Figma. (Launch Nov 2023).

Head of Creative **2018 –2020**
Indiepics

- Project managed majority of creative output - from mapping user journeys,identifying user needs, audience segmentation, digital strategy, ideation to production of content.
- Managed, mentored a team of 7FTEs - art directors, designers, motion graphics designers and animators. This involved resourcing for projects,managing deadlines, client relationships and workflows.
- Launched agency rebranding with successful social media campaign for Irish Guide Dogs for the Blind (200% increase in recruitment-344,700 unique people, and generated 124K views across Facebook, Twitter and YouTube.)

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SKILLS

Copywriting
Scriptwriting
Concept ideation
Creative strategy
Video production
Performance marketing
People skills
Collaboration
Problem-solving abilities
Leadership abilities
Proofreading
Art direction
Attention to detail

TECHNICAL

Social Media Platforms
Microsoft Office
Google Docs
Google Sheets
Figma
Wordpress
Frame.io
Canva
Final Draft

WORK EXPERIENCE CONTINUED

Senior copywriter **2008 – 2018**
DDFHB/JWT Dublin

- Creative lead on the SuperValu business and produced the 'Good Food Karma' multi-channel campaign, which won the advertising category at the 2016 AIMs awards.
- Built strong relationships with key stakeholders, developing strategy and ensuring the production of impactful advertising - eir, Kerry Foods, The National Lottery, Littlewoods Ireland, Bord Gáis, DCU, Vodafone, Failte Ireland.

Creative group head **2006 – 2008**
AV Browne

- I headed up the creative department in AV Browne in the Dublin office. I ran a small creative team and production studio with responsibility for the creative output - TV, radio, OOH, digital, activation.

Copywriter **2005 – 2006**
Rothco/Accenture Song

- Acting creative director. Managed 5 FTE across creative department and studios. Worked on roster of Irish and global brands.

ACHIEVEMENTS & AWARDS

Winner of **First Credit screenwriting initiative** in 2021 (Daily Madness). Wrote 2 episodes of their new preschool animation series 'Ray of Sunshine' (RTE) which has been globally distributed this year. 'Scaredy Cat' and 'Can you Dig it?' episodes. Wrote 1 episode of Cartoon Saloon's new preschooler show 'Silly Sundays'. Episode is called 'Musical Sundays'.

CREATIVE ADVERTISING AWARDS
2020 Bronze awards at the Sockies for Zurich sponsorship, 2016 AIMs Advertising campaign for SuperValu; 2014 bronze ICAD poster award, 2014 ICAD commendation in radio; 2006 winner of Tourism section of Irish radio Awards; 2005 winner of Tech section of Irish radio awards; 2002 winner in Cinema category for ICADs; 2002 winner of print category for ICADs; 2002 winner of telecoms in radio category for ICADs; 2001 winner for print Category, ICAD.

REFERENCES

Available Upon Request

Orla Doherty