

# Olga Pope

Award-winning Creative Director and Copywriter | New York  
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## Summary

**Award-winning Creative Director, Copywriter and Brand Consultant** with over 10 years of experience in branding and advertising. I work directly with clients and through top creative agencies in London, New York, and internationally, creating and overseeing brand platforms and campaigns for businesses and organisations ranging from British Airways, IKEA and YouTube to the United Nations and OXFAM, as well as ambitious startups — from Seed to Series B.

## Work history

**cummins&partners nyc, Creative Director**  
since January 2025

- Leading and mentoring a team of four across design, copywriting, and creative.
- Overseeing the creative process from concept to delivery, working closely with clients across diverse sectors.
- Heading the agency's copywriting function, creating and reviewing copy across all client projects and internal initiatives.
- Shaping the agency's creative vision as the sole Creative Director, partnering with leadership to define and push creative standards.
- Developing proactive creative initiatives for key clients, contributing to business development.
- Played a key role in building and structuring the creative function from the ground up, including workflow systems, creative reviews, and mentoring.
- Coached a newly formed creative team (Copywriter + Art Director) from their first project together to successfully pitching and selling standout ideas and platforms to high-profile clients across diverse sectors.

**Director, Olga Pope Ltd (self-employed)**

March 2020–December 2024

Working alone or in partnership with independent strategists and creatives, through agencies and directly with clients. Clients: *The United Nations, UN Women, Plan International, The National Trust, Hendrick's, Guinness, Haribo, St Tropez, LEGO, British Airways, Monzo, Vueling, Hiscox, Chelsea FC, UK Pet Food, Drambuie, Nets, Miele, Volcano Coffee Works, UKTV, Action for Children, Riviera Travel, Bailey's, London Business School, Schwartz, Cafédirect, Tullamore D.E.W., and many others.*

**Senior Creative, AMV BBDO (London, UK)**

January 2015–February 2020

Clients: *Guinness, Mars, Snickers, Walkers, Bodyform, Braun, Currys PC World, TENA, Pepsi MAX, Nicorette, Galaxy, Sainsbury's, Martini, Metropolitan Police, Twinings, Whiskas.*

**Creative, WCRS (London, UK)**

November–December 2014

Clients: *Warburtons, Santander, Bupa.*

**Creative, Mother (London, UK)**

July–September 2014

Clients: *Boots, IKEA, Cancer Research, United Nations, Chipotle.*

**Creative, TBWA\London**

July 2013–June 2014

Clients: *Adidas, Lidl, Four Seasons, Nissan, The Advertising Association.*

## Skills

Creative direction. Verbal and visual identity. Creative strategy. Copywriting. Copy coaching and team training. Brand storytelling. Naming. Tone of voice development. Pitch strategy and pitch decks. End-to-end campaign creation. Creative workshops and facilitation. Mentoring. Client leadership and stakeholder management. GenAI prompt engineering (visual+verbal). Research.

## References

**Louis Lunts**  
Managing Director, [cummins&partners nyc](#)  
[louis.lunts@cumminsandpartners.com](mailto:louis.lunts@cumminsandpartners.com)

**Craig Mawdsley and Bridget Angear**  
[craig+bridget](#)  
Multi-award-winning creative strategists, former joint heads of strategy at AMV BBDO (London, UK)  
[craigandbridget@craigandbridget.co.uk](mailto:craigandbridget@craigandbridget.co.uk)

## Testimonials

*Olga's impact was immediate, tangible, and deeply felt. Any team would be lucky to have her.*  
— Louis Lunts,  
Managing Director, cummins&partners nyc

*Beautiful copy.*  
— Steve Vranakis, ECD of Google Creative Lab

*At last... a writer who can really, truly write.*  
— Creative Director of Writing, Apple

*Olga is an extraordinary thinker and listener. I've simply never come across someone so adept at hearing your story then converting it into spot-on, effortless copy.*  
— Marisol Grandon, Founder and CEO of Unfold Stories, Managing Director of Tellus

*A prodigiously talented copywriter.*  
— Peter Souter, writer, former chairman + CCO of TBWA London, former ECD of AMV BBDO

*I wish all voiceover scripts I get were more like this.*  
— Sally Hawkins, Golden Globe-winning actress

## Awards

**Cannes Lions**  
1× Grand Prix, 1× Gold, 1× Bronze

**D&AD**  
2× Wood

**Clio**  
1× Silver

**Creative Circle**  
3× Gold, Gold Jury (Copywriting)

## Education

**Central Saint Martins (UAL)**  
Graphic Design (2012-2014)  
Grade: 1:1 (First Class Honours)

**University of Brighton**  
Graphic Communication (2010-2012)  
Grade: Distinction

## But wait, there's more!

**Creative Mentor at the School of Communication Arts 2.0 (London, UK)**  
since 2022

**Published author**  
(short fiction, horror)

**Medium's Top Writer on Entrepreneurship**  
2022

**Lead Mentor at Prince's Trust**  
2019-2020

**Translated 'Stripped', the Depeche Mode biography** by Jonathan Miller, from English into Russian for Amphora Publishing  
2008

**90+ Word on the Street quotes**  
I've supplied a statistically significant number of weird overheard things to TimeOut London: 90+ published so far.  
[www.olgapope.com/word-on-the-street](http://www.olgapope.com/word-on-the-street)

**Proudest career moment**  
Rapping about malaria in front of the entire marketing team of the Bill & Melinda Gates Foundation.