

Olga Pope

Award-winning Creative Director | 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 New York, London 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. Based in NYC and fully authorized to work in the US — no visa sponsorship needed.

Work history

Creative Director, Self-employed

August 2025–present.

Working alone or in partnership with independent strategists and creatives, through agencies and directly with clients.
Clients: *Chief, Sky.*

cummins&partners nyc, Creative Director

January 2025–July 2025

- Shaped the agency's creative vision as the sole Creative Director, partnering with leadership to define and push creative standards.
- Led and mentoring a team of four across design, copywriting, and creative.
- Oversaw the creative process from concept to delivery, working closely with clients across diverse sectors.
- Headed the agency's copywriting function, creating and reviewing copy across all client projects and internal initiatives.
- Developed 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.

Creative Director, 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

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

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

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