

**Jacqueline Cullen** | Creative Director | Copywriter



Thank you for taking the time to get to know a little bit about me.

During my career in London, Sydney, Dublin and Belfast, I have been fortunate enough to work across some of the best-loved and well-known local, national and international brands.

I started my career in London where I spent almost 10 years working for some of the most respected agencies including Ogilvy & Mather Direct, GGT, Rapier and TBWA.

From London, I headed off around the world and ended up in Sydney where I had the time of my life and spent a fantastic 18 months working at Leo Burnett Connaghan & May.

In 2000, I returned to Dublin where I joined DDFH&B and then Dialogue. Five years later I was lured back to Belfast to become Creative Director at FireIMC and then in 2011 I took up the CD post at RLA.

**AWARDS:**

PANI, Caples, ICAD, ECHO, Campaign Direct, One Show, IDMA, DMA, D&AD and John Caples.

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## Career history

### **November 11 – November 15** - Creative Director at RLA, Belfast

#### **Responsibilities**

I worked across all clients within RLA advertising, providing creative and strategic direction. I was responsible for managing a team of art directors and designers to drive the creative standards and ensure that all work leaving the agency met the clients' objectives and was on brand. I also trafficked all work through the studio on a weekly basis ensuring it was delivered on time and to the highest standards.

As part of the senior management team, I was involved in all pitches, writing tenders, generating big ideas, overseeing pitch and presentation documents and presenting to clients. I also made the odd cuppa.

I also introduced a new trafficking system and briefing documents into the agency and developed RLA's Mission and Values for both the Belfast and Bournemouth offices.

My role also required me to identify training for the creative department and carry out reviews on a quarterly basis.

My highlights at RLA were helping to build an award winning agency, picking up numerous PANI awards in 2012 & 2014 and winning the following new business: Ulster University, Killyhevlin, White's Oats, Autoline and Danske Bank.

#### **Clients**

Kia Motors UK & ROI, Autoline, White's Oats, Tesco, Danske Bank, Ulster University, Monaghan Mushrooms, Milgro, Volvo, Camden, Allied Bakeries and IEF.

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## Career history (continued)

### **April 06 – November 11** - Creative Director at Fire IMC, Belfast

#### **Responsibilities**

As Creative Director, I was responsible for all work leaving the department – whether it be print, radio, TV or Digital. This includes brain storming ideas and managing other members of staff to drive the creative standards.

I also project managed photography shoots and the production of TV and radio commercials, working closely with the Directors, actors and production houses.

I was involved in both the strategic and creative development of new business pitches and was required to present creative work to clients.

Highlights at FireIMC were helping to build a strong creative department and being part of a team that picked up an array of Public Sector accounts such as; NITB, Belfast City Council - Litter and Waste campaigns, DARD, NITB, BVCB and Reconnect.

#### **Clients**

Coca-Cola, SEAI (Sustainable Energy Authority of Ireland) Northern Ireland Tourist Board, Tesco, Allied Bakeries, Vodafone, Fostcare, Sport NI, Waterfront, BVCB, Belfast City Council, Reconnect, Podium and Action Renewables.

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## Career history (continued)

### **March 01 – April 06** - Senior copywriter at Dialogue, Dublin

#### **Responsibilities**

Senior copywriter working on the accounts listed below. During my time at Dialogue I was also responsible for training junior copywriters.

At Dialogue, I was part of the team that successfully pitched and won Sight Savers International. As part of my job, I had the privilege to go to India with the client and a photographer to see first hand the amazing work the charity does. Whilst there, I was responsible for gathering case studies and directing photoshoots which could then be used in advertising and Direct marketing creative campaigns to raise awareness and funds for this worthy charity. To say it was a humbling experience is an understatement.

#### **Clients**

Bank of Ireland, eircom, Aer Lingus, New Ireland, Sight Savers International, i-commerce, i-Touch, Insomnia Coffee Co, Slendertone, RehabCare, Lexus, Custodian New Address.ie.

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## Career history (continued)

### **January 00 - March 01 - DDFH&B, Dublin**

#### **Responsibilities**

I was hired as a senior copywriter on my return from Sydney to work with their award winning Art Director. We were responsible for the creative work on two of their main accounts which included Kerry Foods (Denny products, Kit Kat and Polo mints) and Irish life.

#### **Clients**

Kerry Food, Siemens, Coors Light, Smirnoff, Irish Life, Bord na Mona, Green Isle.

### **July 98 - October 99 - Leo Burnett Connaghan & May, Sydney**

#### **Responsibilities**

I was working as a Freelance copywriting and after successfully pitching and winning MBF (private health care such as Bupa), I was then hired and they arranged and paid for me to get a permanent working visa. I was hired to work on this account and the ones listed below. Together with my art director we were responsible for driving the Max Factor brand in the Australian market.

#### **Clients**

Max Factor, AMP Bank, MBF (private health insurance), Alphapharm (pharmaceutical), Top Jobs on the Net and WWF.

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## Career history (continued)

**August 96 - January 98** - Group head at TBWA Payne Stracey, London

### Responsibilities

As Group Head, I was responsible for ensuring all creative work done by other junior teams under me where both conceptually strong and on brand.

### Clients

Weight Watchers, BT, Abbey Life, Great Ormond Street Children's Hospital and AA.

**August 94 to April 96** - Senior copywriter at GGT Direct, London

### Responsibilities

Senior copywriter working with my art director to develop creative concepts for through the line campaigns.

### Clients

GM Card, Vauxhall, Greenpeace, Ariston, Which magazines, Blockbuster, The Daily Telegraph, Legal & General Insurance, Royal Bank of Scotland and the RAC.

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## Career history (continued)

### **June 90 - August 94** - Junior copywriter at Rapier, London

#### **Responsibilities**

Working directly with the Head of copy I helped to deliver integrated campaigns and Direct Marketing for the various clients listed below. I mainly worked on financial accounts and this is where I gained a wealth of experience writing for this sector.

#### **Clients**

Alliance & Leicester, Air France, Air Canada, HFC Bank, National Savings, American Express Insurance Services.

### **August 89 - June 90** - Ogilvy & Mather Direct, London

#### **Responsibilities**

I was lucky enough to start my career at Ogilvy's after leaving college. This is where I mastered the art of copywriting and working in the real world.

#### **Clients**

British Gas, BT, Rank Xerox, CBI, American Express.

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### **Career highlights**

- Developed the award-winning Fostercare TV and brand positioning 'Will you light up a child's world' and new logo identity
- Drove and helped pitch and win the Danske Bank account
- Created the new brand positioning for Sunblest – Putting a smile on your face
- Helped pitch and win numerous Government accounts
- Wrote the NITB 'Your time, Our place' campaign
- Created the BCC Anti-Litter campaign and positioning:
- 'Litter – Get a Grip'
- D&AD nomination for Custodian Direct Mail campaign

### **Key skills**

- Copywriting
- Strategic direction
- Presenting
- Team leader
- Conceptual thinker
- A passion for what I do
- Able to turn round ideas quickly and under pressure
- Good communicator and able to understand clients objectives
- Brand focused
- Make it happen work ethic



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### **Further informaton**

I love travelling and exploring new places and have been fortunate enough to spend 2 years seeing new places and cultures. Since my world tour in 98, I have continued to go to new and exciting places over the years. I am a keen (albeit amateur) photographer and love everything to do with the arts.

I enjoy mentoring students and the reason I am on the PANI council was to set-up the PANI & Ulster University workshops. There is nothing more rewarding than helping to open doors for the next generation of marketers and help them realise their dream job. Their enthusiasm is infectious and helps to remind you why you choose or were lucky enough to choose such a varied and exciting career.

### **Referees**

Available on request.

### **Contact details**

15 Madison Avenue  
Belfast  
BT15 5BX

0781 665 6969  
cullen\_jackie@yahoo.ie