



With over 10 years of experience in advertising, film and content production, across global and local markets in London, New Zealand, and Asia Pacific, I specialize in people-first campaign concepts, landing big ideas and ensuring executions convert beautifully. As a versatile creative, I am the ultimate triple-threat of copywriter, art director and on-set director.

EXPERIENCE

SOCIAL & CONTENT CREATIVE DIRECTOR DRUM

AUCKLAND, NZ | 2021 - 2023

- Responsible for creative direction across all DRUM clients, including Porsche, ANZ, Bunnings Warehouse, Bayer, Beam Suntory, KFC, Sanitarium and Unilever.
- Leader of creative strategy, ATL campaigns, social media marketing, video production, influencer campaigns, event and activation creative.
- Led generation of big ideas, from conception to production and delivery with punchy, effective creative.
- Grew and managed a team from 1 to 4 creatives and social media managers, increasing business revenue year on year through creative input.
- Drove creativity within the DRUM and PHD businesses through workshops and mentoring.
- Director on content shoots.

FREELANCE SENIOR CREATIVE & COPYWRITER

AUCKLAND / LONDON | 2020 - 2021

- Freelance solo copywriter and creative, leading pitches and concept development for agencies in London, UK and Auckland, NZ, including VCCP Kin, Born Social, Bastion Shine and Federation.
- Won 2 pitches while at Federation for Maritime NZ and Massey University.

SENIOR CREATIVE RANKIN CREATIVE

LONDON, UK | 2017 - 2020

- Copywriter on senior creative team working on luxury lifestyle and fashion brands including Rolls Royce, Coco de Mer and Unilever.
- Integral part of winning pitch team for AMG Mercedes.
- Oversaw 2-4 junior creatives within the department.
- Conceptualized and crafted treatments for music videos and fashion editorials.

CREATIVE COPYWRITER COMMUNICATOR

LONDON, UK | 2016 - 2017

- Copywriter within the creative team, specialising in creative content strategy, social media campaigns, digital content, web copy, eCRM, branding and identity.
- Creative lead on Jack Daniel's, Chambord, Moët & Chandon.

CREATIVE COPYWRITER TMW UNLIMITED

LONDON, UK | 2016

- Solo creative & copywriter, leading creative on web content, digital and email marketing campaigns for Vodafone, Virgin Trains, McLaren and Canon.

CREATIVE YOUNG SHAND

AUCKLAND, NZ | 2013 - 2015

- Hybrid copywriter and art director within a creative team, conceptualizing ATL and BTL campaigns, digital marketing, web content and social content.
- Lead creative on Steinlager, Grabaseat, Cadbury, Fly Buys, NZ Blood and Jim Beam.
- In-house photographer.

COPYWRITER & ACCOUNT EXECUTIVE OGILVY

AUCKLAND, NZ | 2012 - 2013

- Web copywriter and account executive on The Shopping Channel account.

CONTACT

+1 929-409-3474
felicityhopkinson@gmail.com
Brooklyn, New York

PORTFOLIO

felicityhopkinson.com

EDUCATION

AUT University

2011-2013

Bachelor of Communication Studies
Advertising Creativity Major

SKILLS ET

- Creative Direction
- Creative Concepting
- Copywriting
- Art Direction
- Video Direction
- Content Strategy
- Adobe Suite; Photoshop, InDesign, Premiere Pro

AWARDS

Silver NZDM Award 2015

Direct Response - Semi-Permanent,
'Creative Health Day'

Bronze NZDM Award 2015

Social Media & Viral - Semi-Permanent,
'Creative Health Day'

NZ Cinematographers Society Bronze Award 2015

Music Videos - BARKER, 'Haunted House'

Silver Axis 2014

Mobile - TV2, "Dating the Dead"

48 Hours Grand National Winner 2014

Lense Flare "Pants on Fire"

TVNZ Creative Team of the Year 2013

AUT School of Communications Studies

REFERENCES

KATIE WALTON

Managing Director, DRUM NZ

Ph: +64 21 040 3530

Email: katie.walton@drumagency.co.nz

AIMEE NICHOLLS

Head of Content, DRUM APAC

Ph: +64 21 1539566

Email: aimee.nicholls@drumglobal.com

* U.S. visa sponsorship not required.