

This is me in 2023. Anthoula Nolan. Creative. Copywriter.

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I love writing. I love asking questions. I love finding answers. I love being part of a team. But I'm also happy working alone.

Here's what I've been up to so far:

Lately

Mum.
Senior creative.
Gardener.

Well haven't the last few years been interesting? Luckily my family and I managed to stay relatively healthy. Work was hard to come by at the start of the pandemic however, and after a few dry months I took up a friend's offer to join her gardening company. Within 3 months I was hooked, and we started our own company. As well as garden design and garden maintenance, I also designed, set up and wrote our website, and even designed our company logo. We had a successful first year but even so, I realised that I was missing my old craft. So here I am again. I freelanced at Digitas for 10 months as one of only two creatives working on a big developing financial account. Then I couldn't resist the opportunity to join the in-house creative team at One Peloton, as the company geared up for big changes. And that's where you'll currently find me, on a rolling contract, writing everything from TV scripts to emails and social media posts.

Clients: UBS, Visa Cybersource, One Peloton

The recent past

Mum.
Journalist.
Marketing manager.
Scripts.
Websites.
Bit of UX.
Judging D&AD

Aside from being a full-time mum, I spent a few years doing a bit of journalism for The Peninsulist magazine (for about four editions I was their only writer), creating marketing materials for The Merivale Dental Practice and writing scripts for company promo films. I also did the UX for and wrote a couple of websites, and spent a fun few days judging D&AD New Blood. This was followed by three long-term freelance contracts at Ogilvy London (I helped launch Boots No7 new and hotly anticipated anti-ageing products with a series of beautifully shot films, as well as social media and press), TED (in-house agency for Ribena Lucozade Suntory) and Sky Creative (in-house agency for Sky).

Clients: Boots, Lucozade, Sky, Knight Dragon (The Peninsulist magazine), Merivale Dental Practice, We Are Reel, Study Cyprus

Just before that

Senior creative. (Agency: OgilvyOne)

While there I was involved in projects collaborating with innovators such as Nicole Yershon, Kholben Vodden and Mark South, pushing the boundaries of what constitutes advertising today. Live 3D printing, adaptive marketing, and interactive films, are just a few of the approaches we used. My two favourite pieces of work during this time were the live data-driven 3D printers at Wimbledon for IBM, and the work we did for Dementia Friends.

Clients: IBM, Public Health England, Philips, Alzheimer's Society, Ogilvy, AmEx, British Airways, British Gas, Land Rover

Previously

Baby.
Senior creative.
Freelance.

So I went off to have a baby, but kept my hand in, working a variety of interesting little side-hustles. As the sole copywriter for a new headphone company called Atomic Floyd, I worked directly with the founder and the fantastic global team he'd assembled, to develop tone-of-voice, product taglines and descriptions, marketing, and PR. As marketing manager for the Merivale Dental practice, I helped define and establish their brand, develop their tone-of-voice, and created a website and printed marketing materials.

Clients: Atomic Floyd, Merivale Dental Practice

Some time ago

Full-time, full-on creative. (Agencies: RMG, HTW, Partners Andrews Aldridge)

The old days. When hangovers could be shrugged off with a can of Coke and some salt and vinegar crisps. Still, I'm wiser now. Maybe. I learned a lot. I learned fast. I worked hard. I played hard. I won a bunch of awards. Good days. My favourite pieces of work were a long-copy poster for the Special Olympics, and the tiny 'cash-in-your-hand' DM pack for B&Q trade.

Clients: Vodafone, B&Q, British Horseracing Board, HSBC, Special Olympics, Lexus, Airmiles, NHS, Capital One, Mercedes, Shell, Visit Wales,

At the beginning

Bristol University.
Circomedia.
Central St Martin's.
Nick & Barney.
Freelance (Agencies: Euro RSCG Circle, Rapp, Kitcatt Nohr)

I studied drama at university. Then I thought I should do something more practical, so I went to circus school. After I landed on my head trying to do a backflip I decided I should take it down a notch and went to art school instead. And then I was genuinely stuck, until a friend suggested I try copywriting. I got my first break from Nick Platt and Barney Cockerell who took me on as a placement at their startup. Eight months later they kicked me out of the nest and thanks to their mentorship I flew (Woodstock-like) to Euro RSCG Circle where I spent another eight months getting to grips with digital, with more wonderful mentoring from the lovely Ailsa Veitch. Then Nick and Barney hired me again at Rapp to cover a maternity leave. Then I freelanced at a few other places and won my first award with Kitcatt Nohr. Which was nice.

Clients: Budweiser, Oxfam, Cancer Research UK, Visit England, RSPCA, RAC, National Blood Service