




# Enda Mac Nally

Copywriter

# I CAN WRITE

Resume and Curriculum Vitae

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## Yes, you did read that correctly... I can write.

This may not seem like a big deal, but for me it's meant creating award-winning national campaigns at some of Ireland's biggest advertising agencies.

I'm an experienced and award-winning copywriter from Ireland, where I've spent over four years creating work for a huge range of clients. In this time, I have crafted an extensive body of work across TV, radio, press, print and digital media.

## Experience

### 2015- now **Cawley Nea\TBWA, Dublin** **Copywriter**

Extensive training and experience in Disruption® and Disruption® Live briefs. Producing work for McDonald's, Britvic drinks and Electric Ireland (one of Ireland's largest domestic energy suppliers).

### 2013-2014 **Publicis Dublin** **Copywriter**

Created award-winning cinema promo and radio ad for TV drama 'An Brontannas', as well as innovative digital campaigns for Absolut, Irish Rail and No Nonsense.

### 2013-2013 **DDFH&B (JWT)** **Copywriter**

Wrote a long-running national television campaign for The National Lottery, as well as producing work for Volvo, Brennan's, Eircom and Just-Eat and Bord Gais.

### 2012-2013 **Rothco** **Copywriter**

Made huge leaps and bounds into the industry, working with brands like Pfizer, Maynooth University, Heineken and Tiger Beer, as well as being nominated as best young creative in Ireland by ICAD.

## Education

### 2010-2011 **MA Fine Art (MFA)** Central Saint Martin's, University of the Arts, London

### 2004-2008 **BA Fine Art (BFA)** National College of Art and Design, Dublin

## Awards

Best Irish Radio 30sec- Kinsale Shark Awards (Winner)  
Best TV/ Cinema promo- ICAD (Winner)  
Best Young Creative- ICAD Greenhorn 2013 (Nominee)  
Lloyds TSB, Art of Nurture Award (Winner), 2007-2008  
Appeared on The Late Late Show (RTÉ- Irish national TV station)  
Appeared on RTÉ 2FM (Irish national radio station)

For my advertising portfolio, visit:

enda.co