

Siobhán Kelly

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Life so far

I'm a writer working towards becoming a creative director. Prior to getting into the ad game, I worked as a personal assistant, a client rep, a bar manager, a bartender, a waitress, an English teacher (except for the actual teaching part; blame Mexican gubernatorial bureaucracy) a welder, a truck driver, a pizzamaker...It's like when Neil French started out, minus working as a pornographer and managing Judas Priest.

In Particular

Currently, I work at Capital C as a senior digital writer. I'm responsible for concept and copy development as well as presenting creative to our clients, which include Pepsi, Dove, Nissan Canada, Ben & Jerry's and Sunlight Laundry. With six years of interactive experience, I've worked on projects large and small, from banner ads to websites to social media.

Previously, I worked at Organic, Inc, a fully interactive agency with a client list that included Bank of America, Mitsubishi, Sprint and Chrysler. At MacLaren McCann Direct & Interactive, I worked on GM, Durex and McNeil Consumer Healthcare. I've also freelanced for Grey Direct & Interactive and Black.

Skills

- Good with people
- Fluent French, conversational Spanish, beginner Italian
- Can also: change a tire, remain calm in an emergency and make really, really tasty French toast

Extras

- 2009 PROMO! Awards–Gold–Best Multi-disciplined campaign–Dove Sleepover
- 2009 PROMO! Awards–Silver–Best activity generating brand loyalty–Dove Sleepover
- 2009 SAMMY Awards–Silver– Best Social Promotion (Product Launch)–Nissan Canada
- 2006 Summit Awards–Silver and Bronze–*The Globe and Mail*
- Excellent listener
- Great sense of humour (ask me about my job as a personal assistant)

School

Humber College 2003-2004

Certificate Postgraduate Media Studies–Copywriting

University of Western Ontario 1994–1998

Hons. BA–English and French Literature