

CAROLINE HOOLEY

CREATIVE DIRECTOR & WRITER

PROFILE

Award winning and highly creative strategic leader. Respected writer with demonstrated success in driving alignment and consistency of writing calibre and approaches. Built, led and grown teams across the UK, US and Europe. Extensive experience providing strategic direction and creative inspiration to external agencies. Strong collaborator and deep proficiency for working in partnership with visual and design to bring stories to life. Passion for monitoring emerging communication techniques and experimenting with cutting-edge approaches. Mentor for craft and capability development.

AREAS OF EXPERTISE

- Creative Leadership & Strategy
- Team Development
- Capability Building
- Long & Short Form Writing
- Multi-Channel Comms Strategy
- Brand Voice & Content Innovation
- Agency Collaboration & Management
- Senior Stakeholder Relationships

MAJOR CLIENTS

Nationwide, NatWest, Coventry Building Society, Co-op Bank, Lloyds of London, Amex, HSBC, State of Qatar, Shell, HS2, Vodafone, Police Service of Northern Ireland

PROFESSIONAL EXPERIENCE

Creative Director - Writing **Deloitte: UK**

June 2023 - present

Develop and oversee writing strategy and content approach to differentiate new Technology & Transformation business in the market. Lead Storytelling Studio and provide strategic direction, mentorship and creative inspiration to clients and teams across the firm. Collaborate with marketing, delivery, client experience and communication teams to drive creative innovation in written communication and content creation. Establish and maintain high creative standards across all written communication and channels. Design and deliver training.

- Creative Direction for Nature & Finance Symposium, an experience for 94 clients across Government, Public Sector and Financial Services representing more than £22 trillion Assets Under Management (AUM)
- Guided CEO and Exec at newly merged UK Bank and Building Society on brand positioning and purpose
- Elevated complaints process for UK Bank through top level narrative and design
- Aligned stakeholders of a UK national major infrastructure project with a newly crafted CEO narrative for use with media and shareholders
- Created global narrative for the world's largest SAP programme, supporting marketing of services and uniting 40,000 employees across 48 countries
- Launched State of Qatar's national digital strategy to reposition the nation as a leader in the digital landscape

Chief Storyteller **Deloitte Digital: UK**

June 2020 - May 2023

Established new role and Storytelling Studio, a new team of skilful writers, designers and motion artists. Nurtured strong client, resource and agency relationships, working alongside teams to produce work in multifaceted mediums across TV, OOH, digital, print and live events. Designed and implemented training, frameworks and guidelines to elevate writing. Created and delivered Storytelling Masterclass. Keynote speaker for three global client events and Deloitte UK Consulting Roadshow.

- Increased Storytelling Studio demand 20% and UK revenue £200M
- Boosted Deloitte Northern Ireland's web traffic 1000% in five weeks with regional campaign hitting +980K impressions
- Nurtured capability for over 7,250 people across clients, CXO Academies and Deloitte Consulting

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EDUCATION

Master of Arts in Philosophy

University of London
London, UK

Bachelor of Arts in Philosophy with a minor in Studio Art

St Edward's University
Austin, Texas, US

PROFESSIONAL TRAINING & GROUPS

Cambridge Institute for Sustainable Leadership: Business and Climate Change

Eight week online Executive Course

The Inside-Out

Member of the UK and EMEA's
leading professional community for
in-house creative leaders

Deloitte Lead Like a Women

Co-founded and established a new
network aimed at celebrating unique
and authentic leadership styles

TOOLS

MS Office, Apple iWork, Google
Workspace, Adobe Creative Cloud,
Canva, Mailchimp, WiX, Vimeo, Slack,
Miro, Figma, ChatGPT

Currently experimenting with:
Artlist, GenType, Midjourney,
DALL-E, Runway

Head of Narrative

February 2019 - May 2020

Deloitte: UK & Europe

Pioneered story as a way of sharing ideas. Enhanced language and selling approach, coaching Senior Executives in how to reflect customer need first. Supported large-scale, multi-geo, multi-year pitches from MVP concepts, branding, film, photography and video. Created frameworks and guidelines for consistent delivery.

- Improved win rates and generated £530M in revenue
- Expanded writing team from two to 18 across the UK and Europe

Creative Director - Freelance

May - December 2018

Adidas: UK, US & Germany

Directed the delivery of a ground breaking creative programme. Wrote scripts for leadership, directing on delivery, pre and post production. Worked with global teams, local agencies and freelance creatives to adapt outputs for local markets.

Career Break

Group Brand Leader

September 2012 - August 2017

National Grid: UK & US

Evolved brand identity and tone of voice, including guidelines for key messaging and brand assets. Developed first ever Shared Value Strategy to pivot brand and inform business strategy. Owner of multi-channel communication strategy, working closely with PR and Internal comms. Responsible for brand cohesion, agency collaboration and evaluation across UK and US. Principal writer for CEO and regional Executive Leaders for all key engagements including Annual Report and Accounts.

- Revitalised brand identity and messaging, enabling the £13.8B sale of Gas Distribution business
- Directed a national STEM campaign with a consortium of members, launching a Science Museum gallery opened by King Charles III
- Developed the first Shared Value Strategy, winning Business in the Community's 2014 Responsible Business of the Year award

Business Development Manager

April 2007 - August 2012

The British Library: UK

Supported brand repositioning to align with new membership offerings and collection digitisation. Worked with marketing to execute.

- Developed inaugural Corporate Responsibility strategy
- Launched community programs with local councils