

# ÓRLA DOHERTY

**Screenwriter, Director & Creative Lead**

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Portfolio & Video work:

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## PROFESSIONAL SUMMARY

**Screenwriter & Senior Creative Lead** with 6 broadcast credits across preschool animation (*Cartoon Saloon*, *Flickerpix*, *Daily Madness*) and a 20-year track record leading creative accounts for major brands (Google, National Lottery, SuperValu).

- Winner of the *First Credit* screenwriting initiative 2021 (*Daily Madness*).
- Skilled in fast-paced script production, sharp dialogue, gag economy, and navigating notes from international broadcasters (Warner Media, BBC NI, RTÉ).
- Currently developing a 30-minute adult comedy-drama centered on neurodiversity, family dynamics, and post-conflict Northern Irish identity.
- In development- a 7-minute preschool series treatment (a chaotic sibling comedy for SEN families).
- Working with Executive Producer Sam Porcellino (*Luna in Dreamland*) to develop her new show *My Family Tree*, which was recently pitched at CMC Sheffield.

## BROADCAST SCREENWRITING CREDITS

- ***Luna (3 Episodes)*** | *Flickerpix* / *BBC Northern Ireland*
  - Wrote 3 episodes for upcoming preschool animated series.
- ***Silly Sundays (1 Episode)*** | *Cartoon Saloon* / *Warner Media*
  - Scriptwriter for globally distributed preschool animated series.
- ***Ray of Sunshine (2 Episodes)*** | *Daily Madness* / *RTÉ*
  - Scriptwriter for globally distributed preschool animated series.
- ***First Credit Screenwriting Initiative (Winner, 2021)*** | *Daily Madness Animation*
  - Selected as winner of the national screenwriting talent initiative.

## PROJECTS IN DEVELOPMENT

- ***[Coconutman and Gush]*** | *7 minute Kids Animation Series*

- **Logline:** When five-year-old autistic force-of-nature Gush faces the sensory chaos of everyday life, his big brother Charlie dons his 'Coconutman' helmet to transform every real-world hurdle into a hilarious, high-octane imaginary adventure.
- **[Burnt out] | 30-minute Adult Live-Action Comedy Pilot**
  - **Logline:** A messy, character-driven comedy set in post-conflict Northern Ireland following a family navigating the chaotic reality, red tape, and unexpected moments of humor in seeking support for their autistic child.

## TECHNICAL & WRITING SKILLS

- **Screenwriting & Narrative:** Scriptwriting, Story Architecture, Visual Pacing, Gag Density, Dialogue, World-Building, Character Development, Voice direction, Casting.
- **Software & Tools:** Final Draft, Frame.io, Adobe CC, Figma, Canva, G-Suite.
- **Industry Experience:** Pitching, Script Editing, Broadcaster Notes Integration, Cross-functional Team Leadership, High-pressure Deadline Delivery.

## SENIOR CREATIVE & ADVERTISING EXPERIENCE

### Associate Creative Director | *MediaMonks* | July 2021 – Present

- **Video Directing & Production:** Directed Google brand films (including *Lahinch Surf* case study and Google Ireland recruitment films), directing talent, supervising on-set camera crews, and managing post-production/edit rooms.
- **Lead Copywriter & Creative Strategist:** Lead creative on major global brand accounts (Google Ireland), overseeing scriptwriting, narrative direction, and strategic messaging across multi-platform video and digital campaigns. Scripted high-profile brand films, digital campaigns, and executive video scripts for Google Ireland with total audience views exceeding 770k+.
- **Visual Storytelling & Narrative:** Directing visually led video content under tight broadcast and corporate deadlines while maintaining high production values.
- **Collaboration:** Work across global timezones with international directors, animators, and stakeholders under tight production turnarounds.

### Head of Creative | *Indiepics* | 2018 – 2020

- Creative lead for digital, video, and brand campaigns; managed projects from initial pitch and narrative ideation through to final video production.
- Spearheaded agency rebrand campaign for Irish Guide Dogs for the Blind, reaching 344k+ unique viewers and generating 124k video views across social platforms.

### Senior Writer | *DDFHB / JWT Dublin* | 2008 – 2018

- Creative lead on major broadcast and multi-channel campaigns (SuperValu, Vodafone, Irish Cancer Society, National Lottery).
- Authored award-winning TV and radio scripts, honing razor-sharp comedic timing, scene economy, and character voice under strict time constraints.

#### **Creative Group Head | *AV Browne* | 2006 – 2008**

- Managed creative team and studio output across TV, radio, and digital activations.

#### Professional Development and Training

- **Writing & Showrunning for Animated Series (The US Model)| Screen Ireland -**

Intensive masterclass with Emmy-nominated US Showrunner/Writer Tony Gama-Lobo covering US writers' room dynamics, series bibles, character-driven story engines, and adult/family comedy structure.

- **Content Design CPD Accreditation (2020)** – Content Design London Academy
- **Advanced Certificate in Effectiveness (2017)** – Institute of Practitioners in Advertising (Merit)

#### AWARDS & ACCREDITATIONS

- **Bronze Sockies Award (2020)** – Zurich Sponsorship, Dalkey Literary Festival
- **AIMs Award Winner (2016)** – Advertising Category, SuperValu 'Good Food Karma' Campaign
- **ICAD Bronze & Commendations (2014)** – Dogs Trust Poster & Radio Scripts
- **ICAD Bell Awards (2001, 2002, 2005)** – Dublin Bus, Sligo Weekender, Meteor, Waterford Crystal

#### EDUCATION

- **MSc in Advertising** | *Technological University, Dublin*
- **BA (Hons) in English Literature** | *Trinity College, Dublin*

*References Available Upon Request*

