

FRANK COSTELLO

SENIOR CREATIVE COPYWRITER

LONDON

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Multi-award-winning Senior Creative Copywriter with 8+ years' agency experience developing big, integrated ideas for major consumer brands. Conceptually led and comfortable taking campaigns from strategic proposition through to film scripts, OOH, social, digital, experiential and shopper execution, with experience presenting work to clients, partnering closely with art directors and using AI tools to support the creative process.

EXPERIENCE

ZEAL Creative | Senior Creative

Dec 2025 - Present

Developing integrated campaign ideas and copy across ATL, shopper, social, digital, OOH and experiential for clients including Heinz, Lucozade and Nestlé. Working from strategic proposition through to execution, creating simple, ownable campaign platforms and adapting them across channels and retailers.

Haygarth | Freelance Creative Copywriter

Dec 2023 - Nov 2025

Developed integrated campaign concepts and copy for GARDENA, Disney and SC Johnson across shopper, experiential, social and digital briefs. Partnered closely with art directors, strategists and account teams from initial idea through client presentation and rollout.

TracyLocke | Mid-Weight Creative

Aug 2021 - Jul 2023

Created integrated and commerce-led campaigns for clients including Diageo, L'Oréal and Dulux, from big organising ideas to in-store, digital, social and experiential executions. Helped turn commercial and shopper challenges into work with a clear creative idea at its heart.

Truant London | Junior Creative

Oct 2019 - Sep 2020

Worked as a solo creative across Virgin, Royal Caribbean and End Youth Homelessness, developing concepts and copy across film, OOH, digital and social. Took ideas from first thought through to finished campaign.

Ogilvy | Junior Creative

Oct 2018 - Sep 2019

Worked as the copywriting half of a creative team across Coca-Cola, Samsung, Dove, British Airways and Hellmann's, developing concepts and copy across integrated campaigns for some of the agency's largest accounts.

Corke Wallis | Junior Copywriter

Oct 2017 - Oct 2018

Developed ideas and copy for clients including American Express, Brompton and Pure Planet across brand, digital and campaign briefs, working closely with creative and strategy teams.

EARLIER EXPERIENCE

Spirit Level Film - Researcher, Jan-Jul 2016 | Brothers and Sisters - Placement, Aug-Sep 2015 | Corke Wallis - Placement, Jul-Aug 2015 | MBA - Placement, Jul 2015

EDUCATION

University of East Anglia | MA Creative Writing (Prose Fiction), Distinction

2016-2017

University of London | BA Philosophy, First Class Honours

2012-2015

OUTSIDE WORK

Pool - Former England U18 captain and briefly a top-50 ranked UK professional. I still occasionally enter tournaments, though these days I'm equally happy with a casual game over a pint.

Art - Somehow got a painting into the Royal Academy Summer Exhibition and sold it for £1,800, despite not really being a painter.

Fiction - MA in Creative Writing and an ongoing fiction habit, with work published by a number of small presses.

FRANKLY. CLEAR THINKING. STRAIGHT TALKING.