



KATE O'NEILL

COPYWRITER

THE FOUNDATION

What is your role in The Foundation?

I work as a creative copywriter at The Foundation. Primarily I work in creating content for clients across radio, social media, blog content, magazine articles and so much more. It's a really creative role and keeps me on my toes.

What has been career your journey?

When I was younger, in school, English was my passion. I loved studying it and writing, so I did at A-Level and then went on to study Communication and Advertising at Ulster University.

At the time I didn't set out to be a copywriter – I didn't even know that it was a thing! At university, I was given an opportunity to work within a Public Relations company a few days a week and writing content was one of my tasks. From there, I graduated and decided to apply for roles within the creative industry and landed my first job as a copywriter! Ever since, I've worked as a copywriter in various companies before moving to The Foundation just over 2 years ago.

How do you get experience in Account Management?

Within the creative industry, there is no strict path to success. For me, it was all about being proactive. Start a blog, become a content creator or volunteer for free to gain experience and make connections. This approach does take time and effort, but it will help you stand out from the crowd when it comes to job applications. Then, once you bag your first role as a copywriter you can master your craft and go where you want to go.

What other types of work have shaped your career?

I'm not from Belfast, I grew up in the countryside in a little place called The Loup. So, when I came to Belfast, I was quite shy and not used to the 'big city'. To fund my social life at university, I got a job as a waitress in a hotel and worked there for 3 years. While this was never my 'dream job', I learned so much about communication, conflict resolution and relationships that I still use every day within my current role.



Quickfire Questions

What's the best advice you have ever received?

As a copywriter, the best advice I received was to start a project on paper. Get your ideas out there in their rawest form before editing or building on them – as our Strategy Director Brendan says, "get the page dirty". The more ideas you have, the better the result. Start big and narrow your ideas down to the very best one.

What advice would you tell your 16-year-old self?

Don't be so hard on yourself when it comes to your career – everything will work out in the end. During the pandemic, I was made redundant and thought it was the end of the world. Less than a month later, I started working at The Foundation. When one door closes another (potentially better) one opens.

Who's inspired you in life?

My mum and dad inspire me. They didn't go to university when they were younger and had to work really hard for everything they had. Due to this, they've always pushed me to do better in school, go to university and get myself a good career. When I was younger, I'd rather be outside playing football than studying, so if it wasn't for them, my career path could have looked very different.

Interesting fact?

I play the fiddle. I used to do classical violin grades when I was younger, but I much prefer traditional Irish music. I'll not be winning any awards for my skills, but I do enjoy the challenge!