



VICTORIA
PROBERT

// CREATIVE
DIRECTOR

WORK

VP CREATIVE STUDIO. Oct. '22 – current

Freelance creative director
Peloton + Carrot Fertility + Yieldstreet +
The Jam Stand + Craftable + American Family
Insurance + Capital One + Charter Communications

DENVER AD SCHOOL Jan. '21 – Mar. '23 Adjunct Remote Professor, Copywriting

VICTORIA'S SECRET Mar.'21 – Oct. '22 Creative Director of Brand Voice

CONDÉ NAST Nov. '20 – Mar. '21 Senior Copywriter The New Yorker, Bliss Skincare + new biz

RAZORFISH Jun. '18 – Nov. '19 Senior Copywriter Dove, Dove Men+Care

BBDO Dec. '16 – Jun. '18 Copywriter 5 Gum + Orbit Gum + Ziploc + Kerrygold + new biz

HAVAS Nov. '16 – Dec. '16 Freelance Copywriter Hefty + Reynolds

THE DISTILLERY PROJECT Oct.'14 – Nov.'16 Copywriter Meijer + Lifeway Kefir + Athletico

MOVING BOX STUDIOS Jun. '11 – Aug.'13 Copywriter

ABRIDGED AWARDS

Gold Effie Awards
Gold New York Festival Advertising Awards
Gold Digiday Best Branding Campaign B2C
Gold Digiday Best Product Launch Campaign
Gold Adweek Project Isaac Awards
Gold Shorty Social Good Awards x 3
Gold Shorty Social Good Category Winner
Gold The Drum Social Purpose Awards x 3
Gold Jay Chiat Award Winner
Gold Digiday Best Brand Campaign
Gold Cynopsis Best Diversity Awareness
Silver Glass Lion For Change at Cannes
Silver Shots Awards x 2
Silver NY Festival Ad Awards: Social Good
Silver NY Festival Ad Awards: Social Brand
Silver ECHO Awards: Best Campaign
Wood Pencil D&AD Use of Influencers x 2
Finalist D&AD in Equality & Diversity
Shortlist The One Show Creative Effectiveness
Shortlist The One Show Integrated
Shortlist Cannes Lions 2019 Brand Experience
Shortlist The Epica Awards

THE ONE SHOW: DENVER 2022 Judge

BBDO PEER MENTOR 2017 + 2018

ADVERTISING WOMEN OF NY 2017
National winner of the \$10,000 "She Runs It"
student loan relief award

SHAPE PROGRAM 2017
Nominated member of Omnicom Group's
top 1% creative talent (in a global network
of 65,000+ employees)

EDUCATION

SALES ENABLEMENT CERTIFIED (2023)

SECOND CITY Writing Humor (2021)
SECOND CITY Writing for TV & Film (2015)

CHICAGO PORTFOLIO SCHOOL Copywriting

ITHACA COLLEGE
Alpha Delta Sigma National Honors
Roy H. Park School, Integrated Marketing
Communications & Sociology

CONTACT

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