VICTORIA PROBERT

CREATIVE LEADER // BRAND, CULTURE & CAMPAIGNS

WORK

EDELMAN, NYC
VP, Creative Director — **Jul. '25 - Present**
Freelance Creative Director — **Apr. '25 - Jul. '25**
TJ Maxx + Marshalls + General Mills + Butterball + Danone + Barilla

VP CREATIVE STUDIO
Freelance Creative Director — **Oct. '22 - Apr. '25**
Peloton + Carrot Fertility + Progyny + Susan G. Komen + new business

DENVER AD SCHOOL
Adjunct Professor, Copywriting — **2021 - 2023**
Writing for Tone

VICTORIA'S SECRET
Creative Director, Brand Voice — **Mar. '21 - Oct. '22**
Global rebrand, Beauty, Social

CONDÉ NAST
Senior Copywriter — **Nov. '19 - Mar. '21**
The New Yorker + Bliss Skincare + new business

RAZORFISH
Senior Copywriter — **Jun. '18 - Nov. '19**
Dove & Dove Men+Care

BBDO
Copywriter — **Dec. '16 - Jun. '18**
5 Gum + Orbit Gum + Ziploc + Kerrygold + new business

HAVAS
Freelance Copywriter — **Nov. '16 - Dec. '16**
Hefty + Reynolds + new business

THE DISTILLERY PROJECT
Copywriter — **Oct. '14 - Nov. '16**
Meijer + Lifeway Kefir + Athletico + Duran Cigars

EDUCATION

NASBA Certified in the Ethics of AI — **2026**

CENTER FOR FICTION Nonlinear Narratives — **2025**

SALES ENABLEMENT CERTIFIED — **2023**

THE SECOND CITY Writing Humor — **Winter 2021**

THE SECOND CITY Writing for TV & Film — **Fall 2015**

CHICAGO PORTFOLIO SCHOOL — **2013**

ITHACA COLLEGE — **2013**
National Honors, Alpha Delta Sigma
Roy H. Park School, Integrated Marketing & Sociology

CONTACT

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ABRIDGED AWARDS

Gold Effie Awards
Gold New York Festivals 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 Cannes Glass Lion for Change
Silver Shots Awards x 2
Silver NY Festivals Ad Awards: Social Good
Silver NY Festivals 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 Integrated
Shortlist Cannes Lions 2019 Brand Experiences
Shortlist The Epica Awards

The One Show: Denver 2022 Judge

BBDO Peer Mentor 2017 + 2018

Advertising Women of New York
National winner of the $10,000 "She Runs It" student loan relief award

Omnicom Group's Shape Program 2017
Nominated member of top 1% creative talent