



# HALEY VICTORIA

ASSOCIATE CREATIVE DIRECTOR

## EXPERIENCE

**Associate Creative Director, WundermanThompson — March 2022-Present**  
Marines, Amazon Prime, and New Business

**Associate Creative Director, 22Squared**

Toyota, AdventHealth, Publix Supermarkets, McGraw Hill Education, CDC Foundation, Cannabist, Shoe Carnival, and New Business

**Senior Art Director, 22Squared**

**Art Director, 22Squared**

**Jr. Art Director, 22Squared**

**Art Direction Intern, GSD&M**

PetSmart, Southwest Airlines, Popeye's Chicken, and Hilton Hotels

## EDUCATION

**Savannah College of Art and Design**

BFA in Advertising, Summa Cum Laude

## SKILLS

Strategic thinking, Leadership, Mentorship, DE&I, Graphic Design, Branding, Quick and Clean Comping, Adobe Creative Suite, Keynote, Google Office Suite

## AWARDS

Clio, Bronze — Film Craft, Sound Design  
AICP Post Award — Sound Design  
AICP Post Award — Regional  
Shorty Awards, Gold — Social Good  
AMA Grand Marketer of the Year Award

## BRAGS

**Diversity and Inclusion Council Member — 22Squared**  
Effectuated change in overall diversity & inclusion throughout the agency's training, recruiting, hiring processes, creative output, and internal culture.

**Speaker, The One Club for Creativity — Creative Week**  
Presented on the Agency Stage about DE&I and implementing practices into the of day-to-day creative work and hiring processes within the agency.

**Mobilize Co-chair, 2016**

Organized and ran a 48-hour hackathon-style competition for advertising students, benefiting Eckerd Kids

**Creative Liaison — London International Awards**  
2023 Virtual Mentee

**Haley Victoria Kochersperger**

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