

Victoria (Rory) Coleman

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PROFESSIONAL PROFILE

Experienced global project manager with expertise overseeing integrated campaigns across TV/video, digital, and print for clients including Hilton, LG, and PepsiCo. Skilled at leading cross-functional teams, building resource plans, and managing relationships within and across complex agency networks. Proven ability to deliver results while maintaining creative integrity and adhering to budget and timing. Detail-oriented, curious, and enthusiastic problem-solver.

WORK EXPERIENCE

Charlotte Tilbury Beauty – London, UK since November 2025
Creative Agency Post-Production Project Manager

- Own schedules, scope, and budgets across multi-channel global campaigns; build and optimize workflows (edit, sound design, VFX, colour), manage stakeholder involvement throughout creative development, ensure thorough QA on final deliverables, solve technical challenges, manage vendors and all contracts up to asset wrap and sign-offs.

TBWA\Chiat\Day – London, UK | New York, NY August 2022 – July 2025
Senior Project Manager (Hilton Global, LG, Mountain Dew/PepsiCo)

- Oversaw end-to-end content and asset delivery of global brand campaigns, liaising with EMEA, APAC and Americas teams.
- Developed and executed brand governance process for eight key Hilton markets, ensuring consistency across TBWA offices.
- Partnered with Executive Producers to manage content workflows and creative resources for high-value initiatives.
- Managed all internal meetings, tracked feedback, requested revisions, led and reported next steps and deadlines, ensuring timely completion of all deliverables.
- Served as the primary point of contact between business/account leads, creative and design teams while ensuring clear direction on each internal and client ask.

Inizio Evoke – New York, NY April 2021 – July 2022
Associate Project Manager (Bristol Meyers Squibb)

- Developed and managed project plans for treatment-related assets for healthcare providers and patients.
- Contributed on twice weekly status meetings and resourcing calls across interdepartmental brand teams.
- Collaborated on monthly reconciliation reports, annual forecasting, change orders and scopes of work.

Gigzolo (now part of Glia) – New York, NY May 2018 - January 2019
Copywriter & Talent Coordinator

- Composed and edited 1,300+ vendor descriptions for Gigzolo's 'Event Strategy Engine' relaunch and advanced recommendation algorithm.
- Recruited more than 700 performers and artisans for B2B event-planning tech platform.
- Collaborated on pricing strategy for "Interactive Solutions" vertical.

EDUCATION

MA Advertising | University of the Arts London December 2024

BA Strategic Communications, BA History | Elon University May 2020

Semester Exchange Program | University of St Andrews Autumn 2018

SKILLS & INTERESTS

Tools: Monday.com, Smartsheet, Google Suite, Adobe Workfront, Adobe Creative Suite, ProofHQ, Basecamp, JIRA, Microsoft Office

Skills: strong written & verbal communication, transcreation and localisation management, copy writing and editing, progress reporting, creative development process optimisation. Passionate about running, hiking, and historical fiction.