

William Probus

Writer, Creative Director,
and Brand Identity Specialist

I'm an award-winning creative professional with expertise in branding, copywriting, and storytelling. I excel at generating the big idea – and I know how to execute it. There's a universe of possibilities out there for your brand. Let's explore them together!

EXPERIENCE

WilliamProbus.com (Self-Employed)

*Writer, Creative Director,
and Brand Identity Specialist*
Since 2015



One-man creative studio specializing in brand identity, copywriting, and marketing services for local businesses, small brands, and startups.

University of Miami Athletics

*Assistant Athletic Director,
Creative Services*
July 2018—April 2020



Essentially a hybrid Creative Director / Director of Creative Services role at UM Athletics. Responsible and accountable for Creative Dept. output. Managed creative direction and visual standards and set the overall creative vision for the Miami Hurricanes. Hired, led, and managed a team of designers, animators, producers, and digital strategists. Built and facilitated workflow process for Design, Animation, and Video Content teams. Conducted a brand audit. Led discovery sessions with the intent to develop new creative direction. Led planning and content creation across 18 varsity sports.

Sobe Promos

Graphic Designer (Freelance)
Since October 2019



Worked on retainer to fulfill production-level design projects for Sobe Promos, a promotional products company. Select clients include Bud Light, Red Bull, and Florida Atlantic University.

EDUCATION

MA, International Administration

2010
University of Miami
Coral Gables, Florida

BA, History

2009
Georgia Southern University
Statesboro, Georgia
— 1906 Scholars
— University Honors Program

Miami Heat

Creative Services Manager
January 2012—July 2018



Managed six in-house brands – the Miami HEAT, AmericanAirlines Arena, an in-house restaurant, a clothing line, an esports organization, and a nightclub. Managed workflow of high-level/ business-critical creative projects. Sole copywriter on staff. Heavily involved in design processes. Created and pitched concepts for internal brand identity work. Scripted and storyboarded videos. Developed B2C ad campaigns. Reviewed the work of a team of seven creatives in editorial capacity.

AWARDS

2018 CLIO Grand	2016 HOW Design
2018 CLIO Gold	Merit Award
2018 CLIO Silver (2)	2015 HOW Design
2017 CLIO Gold	Merit Award
2016 CLIO Silver	

Database Marketing Coordinator
January 2011—January 2012

Executed omnichannel marketing campaigns. Managed manual data collection processes. Wrote newsletter and offer emails. Built HTML microsites for various initiatives.