

Creativity / Commerce / Culture / Collaboration

Spring 2017

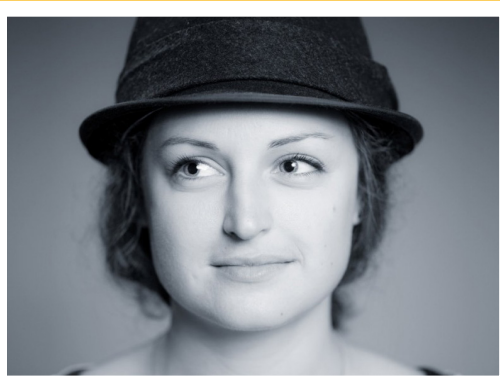


## VCU Brandcenter Friday Forum

Apr. 21 / 11am-12:30pm / VCU Commons Theater / 907 Floyd Ave.

# Karen Land Short (AD, 2008)

Group Creative Director / Droga5 New York



After graduating from the University of Virginia and the VCU Brandcenter, Karen migrated west to Goodby, Silverstein & Partners in San Francisco. While there, she helped build brands like got milk?, Haagen-Dazs, Doritos, Kayak.com and HP, winning gold at Cannes, One Show, Art Director's Club, D&AD and Effies along the way. In her five years at Droga5, Karen and her partner Casey Rand have created award-winning campaigns for Prudential, Newcastle Brown Ale, Under Armour, the Clinton Foundation, Hillary for America, the YMCA,

the National Women's Law Center, and Chase. Most notably, their "Equal Payback Project" for the National Women's Law Center won a Cannes Gold Glass Lion and a Gold Clio, and Prudential's "Challenge Lab" won a Cannes Titanium Lion and a Gold Andy.

Karen was a Cannes Young Lion and was named to Business Insider's Most Creative Women in Advertising. She has served on the jury of the One Show, the Smarties, and the Marketing Awards.

Topic / **What I Wish I'd Known Leaving Ad School**

Descriptor / Musings from a VCU alum on her time in advertising since sitting in the same chairs you're in now