BILL COCHRAN

EXECUTIVE CREATIVE DIRECTOR | WRITER | PRESENTER | AI CREATOR

Dallas, Texas 214.683.2716 4billcochran@gmail.com billcochran.me LinkedIn

Available for full-time, freelance, consulting, and fractional creative leadership opportunities.

ABOUT BILL

It all started because my mom hated the idea of coloring books, so she would give me a blank piece of paper urging me to “go make something.” Now after (cough) years in advertising, I am still energized every day by that challenge.

I’ve spent more than three decades helping brands find bigger ideas, clearer stories, and stronger voices, bringing strategic thinking, creativity, and craftsmanship to Super Bowl campaigns, brand turnarounds, social movements, new business pitches, and AI-powered creative experiments.

I’m equally comfortable leading a department, writing a script, building a deck, pitching a client, or rolling up my sleeves and making the work.

EXPERIENCE

EXECUTIVE CREATIVE DIRECTOR | LERMA/ | DALLAS, TX 2020–2026

Selected clients: Interstate Batteries • Avocados From Mexico • The Salvation Army

- Helped transform Avocados From Mexico from a Super Bowl advertiser into a cultural brand, increasing unaided awareness nearly 5x while generating industry-leading social conversation.
- Built a social-first strategy for Interstate Batteries that delivered double-digit growth in awareness, prospects, and conversions.
- Launched the “Say It With the Jingle” campaign, driving a 25% increase in awareness while revitalizing peak sales performance.
- Wrote, directed, and produced AI-assisted video campaigns from concept through final delivery.
- Built collaborative, multidisciplinary creative teams, providing creative leadership and serving as a lead presenter for clients and high-stakes new business pitches.

COPYWRITER → CREATIVE GROUP HEAD | THE RICHARDS GROUP | DALLAS, TX 1998–2020

Selected clients: Bridgestone • Stellantis • TireRack.com • TXU Energy • Chuck E. Cheese • H-E-B • Firehouse Subs • Wawa • Chick-fil-A

- Protected H-E-B’s market leadership by developing campaigns that helped counter Walmart Grocery’s aggressive expansion throughout Texas.
- Led the transformation of Tire Rack’s marketing as the company evolved from a direct-mail business into a dominant e-commerce brand.
- Directed integrated creative across television, digital, social, print, radio, and experiential campaigns for major national brands.

COPYWRITER | THE RICHARDS GROUP | DALLAS, TX 1993–1998

Selected clients: Continental Airlines • Bruegger’s Bagels • id Software • El Chico • Catfish Institute • Hummer

- Developed campaigns across television, print, radio, and out-of-home for regional and national brands.

SELECTED HIGHLIGHTS

3 SUPER BOWL CAMPAIGNS
(Two for Bridgestone, one for Avocados From Mexico)

5x AVOCADOS UNAIDED AWARENESS GROWTH

500+ LIVE IMPROV PERFORMANCES

FORBES-RECOGNIZED CAMPAIGN GENERATING THE MOST SUPER BOWL BUZZ

33+ YEARS LEADING CREATIVE FOR NATIONAL BRANDS

CANNES LIONS SHORTLIST ONE SHOW • COMMUNICATION ARTS • ADDY AWARDS

BEYOND THE BRIEF

PROFESSIONAL IMPROVISER
500+ performances with Ad Libs Improv Comedy Troupe

AI STORYTELLER
Creator, writer, director, and producer of The Sacred Order of the Laidofferati, an original AI-assisted video series

PRESENTER
Frequent workshop leader and high-energy client presenter

ATHLETE
High jump champion, team captain, and Most Inspirational Athlete at Occidental College

AWARDS & RECOGNITION

One Show • Communication Arts • Cannes Lions Shortlist • ADDY Awards

Trinity Parish 6th Grade Science Fair Gold Medal (technically, my first advertising award)

EDUCATION

OCCIDENTAL COLLEGE
Bachelor of Arts, 1988

PORTFOLIO CENTER
Advertising / Creative, 1992

STANFORD UNIVERSITY
Stanford Mass Media Institute, 1987

ODDLY PASSIONATE. STUBBORNLY UPBEAT. WEIRDLY COMPETENT.