



BILL COCHRAN

ECD • CD • Writer / *Everything In Between*

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**MEAN
PEOPLE
SUCK**

*My bumper sticker.
My philosophy on life.*



*A client once told me that I was
“wildly and weirdly
good at what I do.”
I liked that so I wrote it down.*

MINI-RESUME

- Lerma/ • Dallas, TX • ECD '20-26
- The Richards Group • Dallas, TX • CD '93-'20
- TBWA • St. Louis, MO • Copywriter '92-'93

AWARDS

One Show
Communication Arts
Cannes short list
Addys galore
6th Grade Science Fair
(It was all about advertising,
and I won the gold, so yeah,
it counts).



SUPER BOWL CHOPS

Multiple Super Bowl spots. One ranked top 50 all time by Ad Age. One named top 5 all time by CBS. One that helped a challenger brand own the conversation.



HILARIOUSLY EFFECTIVE

Recent Avocados From Mexico campaign drove a 25% awareness lift and restored peak sales volume in year one.



SOCIAL FIRST THINKING

Recent social only campaign for national battery brand drove double digit gains in awareness, recall, prospects, and conversions.



FAST ON MY FEET

I have performed in over 500 live improv comedy shows. Once you've performed for well-served crowds on St. Patrick's Day, a room full of surly executives in a new biz pitch feels like a walk in the park.



AVOCADOS FROM MEXICO
Benched/ CFP sponsorship



BRIDGESTONE
Super Bowl / Reply All



VIVUS PHARMACEUTICALS
Crushing it in Poland rn.
Yes, Poland.



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



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