

# Bill Cochran

Executive Creative Director · Dallas, Texas  
billcochran.me

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## PROFESSIONAL SUMMARY

Award-winning creative leader with 30+ years building brands across every channel — broadcast, social, digital, and experiential. Currently ECD at LERMA/, leading work that ranges from Super Bowl spots to social-first campaigns. Previously 27 years at The Richards Group, rising from Copywriter to Creative Group Head. Known for big-brand storytelling, humor, humanity, and a sharp instinct for what a brand actually needs — regardless of format.

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## EXPERIENCE

**3 Super Bowl spots.** Two for Bridgestone — one named the spot that created the most buzz, one named among *Ad Age's* 50 Greatest Super Bowl Commercials of All Time. One for Avocados From Mexico — helping a David outshine a field of Goliaths.

**Executive Creative Director** | LERMA/ — Dallas, Texas 2020 – Present

*Selected clients:* Interstate Batteries · Avocados From Mexico · The Salvation Army

- Social-first Interstate Batteries campaign drove double-digit gains in awareness, recall, prospects, and conversions.
- Helped build Avocados From Mexico into a cultural phenomenon — winning the Super Bowl on social year after year and delivering a nearly 5x unaided awareness increase, all on a fraction of competitors' budgets.
- "Say It With the Jingle" brand campaign drove a 25% awareness lift and restored peak sales volume in its first year.
- Led multidisciplinary teams across concept, production, and integrated execution; shaped agency creative direction and new business during a period of significant growth.

**Creative Group Head** | The Richards Group — Dallas, Texas 1998 – 2020

*Selected clients:* Bridgestone · HEB · Tire Rack · Golden Corral · Hyundai · Wawa · 7-Eleven · TXU Energy · Keurig Dr Pepper · The Home Depot

- **Bridgestone:** Created two Super Bowl spots — one named the spot that created the most buzz, one named among *Ad Age's* 50 Greatest Super Bowl Commercials of All Time.
- **HEB:** Campaigns helped HEB successfully defend Texas dominance against Walmart Grocery's aggressive statewide expansion.
- **Tire Rack:** Helped transform the brand from back-of-magazine direct mail to a dominant e-commerce destination.
- Led multidisciplinary teams across broadcast, digital, print, and experiential for major national accounts.

**Copywriter** | The Richards Group — Dallas, Texas 1993 – 1998

*Selected clients:* Continental Airlines · Bruegger's Bagels · id Software · El Chico · Catfish Institute · Hummer

Developed brand campaigns for regional and national clients across broadcast, print, radio, outdoor, and newspaper.

**Production Staff** | Television Production 1990 – 1991

Love Connection (1990) · The Home Show (1991) — Nationally broadcast entertainment and lifestyle programming.

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## AWARDS & RECOGNITION

The One Club / One Show · Communication Arts · Cannes Lions Shortlist · Addy's galore · Trinity Parish 6th Grade Science Fair, Gold Medal (It was a study of some of the popular advertising campaigns of the time, so, technically my first advertising award.)

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## BEYOND THE BRIEF

- **Ad Libs Improv:** Performing professionally with Ad Libs Improv Comedy Troupe since 1999. Which probably explains a lot.
- **Collegiate Track & Field:** Competed at Occidental College; 4 years all-conference, conference champion in the high jump; named Team Captain and Most Inspirational Athlete.

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## EDUCATION

**Occidental College**  
Bachelor of Arts, 1988

**Portfolio Center**  
Advertising / Creative, 1992

**Stanford University**  
Stanford Mass Media Institute, 1987