

Bill Cochran

Executive Creative Director · Dallas, Texas
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PROFESSIONAL SUMMARY

A powerhouse award-winning creative leader with an unparalleled track record, igniting business growth through three decades of transformative campaigns across broadcast, digital, social, and experiential media. Cultivated brand-defining success over a 27-year tenure at The Richards Group, culminating as Creative Group Head. Currently driving the creative vision at LERMA/, specializing in culture-shifting work, razor-sharp strategic humor, and P&L-focused creative solutions that deliver measurable ROI.

KEY ACHIEVEMENTS

Super Bowl Legacy: Created three iconic Super Bowl spots, including two for Bridgestone and one for Avocados From Mexico. A spot named one of Ad Age's 50 Greatest Super Bowl Commercials of All Time, and a campaign cited by Forbes as generating the most buzz.

EXPERIENCE

Executive Creative Director | LERMA/ — Dallas, Texas

2020 – Present

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

- Orchestrated the cultural elevation of Avocados From Mexico, leading to a nearly 5x unaided awareness surge and dominating Super Bowl social buzz with a fractional budget.
- Engineered significant ROI for Interstate Batteries through a social-first strategy, sparking double-digit gains in awareness, prospects, and conversions.
- Revitalized peak sales volume for a major client in year one by launching the “Say It With the Jingle” campaign, yielding a 25% awareness lift.
- Spearheaded multidisciplinary creative teams and fueled agency growth by defining creative direction and winning high-stakes new business pitches.

Creative Group Head | The Richards Group — Dallas, Texas

1998 – 2020

Selected clients: Bridgestone · Advance Auto Parts · HEB · Tire Rack · Golden Corral · Wawa · TXU Energy · Keurig Dr Pepper · The Home Depot

- Defended HEB's market dominance in Texas by leading targeted campaigns to neutralize Walmart Grocery's aggressive statewide expansion.
- Drove a massive brand transition for Tire Rack, evolving their business model from traditional direct mail to a dominant e-commerce enterprise.
- Directed creative output across broadcast, digital, print, and experiential for a diverse portfolio of 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

- Crafted high-impact brand campaigns for regional and national clients across broadcast, print, radio, and OOH channels.

AWARDS & RECOGNITION

The One Club / One Show · Communication Arts · Cannes Lions Shortlist · ADDY Awards · 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).

BEYOND THE BRIEF

- **Ad Libs Improv:** Performing professionally with Ad Libs Improv Comedy Troupe since 1999.
- **Collegiate Track & Field:** All-conference competitor and high jump champion at Occidental College; named Team Captain and Most Inspirational Athlete.

EDUCATION

Occidental College
Bachelor of Arts, 1988

Portfolio Center
Advertising / Creative, 1992

Stanford University
Stanford Mass Media Institute, 1987