KOHL NORVILLE

CREATIVE DIRECTOR

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Creative director who writes and directs. Won the Pepsi Super Bowl Halftime pitch and ran the social campaign for three years: 116 million views, all organic. Wrote and directed "Give It Up" for Project ALS, starring Ben Stiller.

Cannes · One Show · Effie · LA New Media Film Festival · MoMA permanent collection

EXPERIENCE

SuprDog ***Creative Director*** **New York, NY · January 2026 – Present**

Lead the launch of SuprDog, a startup building a biological intelligence app for dogs.

Team: A core team of five, including copywriters, producers, a head of post and an AI specialist.

Output: 25 to 50 pieces a week across eight channels.

Loop: AI handles the listening and research, we make the work, AI grades it, and what we learn shapes the next batch.

DUFFERS LANE ***Creative Director/Copywriter*** **New York, NY · 2018 – 2025**

Project ALS: Wrote and directed the PSA "Give It Up," starring Ben Stiller.

Netflix: Built and led a ten-writer room developing original shows to Netflix's briefs.

BroderVille: Amazon, Bausch + Lomb, Crayola, Nerf, Kohler, Guinness, Church's Chicken.

Long Future Farms: A YouTube social series on agroforestry and the benefits of regenerative farming.

Agencies: Pereira & O'Dell (Corona), **Grey** (Olive Garden), **SS+K** (Subway), **PB&I** (Kind Bar), **Trofia** (Smithfield), **Seventy Seven Ventures** (NASCAR), **Nickelodeon** (Upfronts).

MOTIVE ***Creative Director/CW/Content Director*** **New York, NY · 2014 – 2018**

Founded Motive Made, the content department, and grew it from zero to ten, plus 30+ freelancers.

Pepsi Super Bowl Halftime: Led the social campaign three years. 116 million organic views.

Apple CarPlay: Wrote the Brothers Osborne spot that debuted at the CMT Music Awards.

NBA All-Star Weekend: Wrote for Kevin Hart and the NBA players, 1.57 million views and engagements.

Highland Park: Wrote and directed "The Mark." Instagram followers up 300%.

Ram Trucks: Wrote a Veterans Day long-form branded content social piece, 1.1 million views.

Clients: Apple, Ram, Jeep, NBA, Pepsi, Mountain Dew, Gatorade, Mastercard, Highland Park.

FREELANCE ***Writer/Director*** **New York, NY · 2009 – 2013**

Agencies: Arnold (McDonald's), **FCB** (KFC), **BBDO**, **Element 79**, **JWT**, **Ballpark/LA**, plus ESPN, Kraft, MTV.

EARLIER ***Writer/Director*** **New York, NY**

Z Group: Created, wrote and directed The Bridge, a TV series inside LA's DJ culture.

Element Productions: Fallon (Virgin Mobile), **Euro RSCG** (Chelsea Guitars), **Cliff Freeman** (Snapple), **Y&R** (Dr Pepper). Launched Brightec's glow-in-the-dark NFL Super Bowl tickets.

AWARDS

Virgin Mobile: Cannes/Silver Lion, One Show/Silver Pencil, MoMA permanent Film and Media collection

Amstel Light: Bronze Effie (profits up 30%), New York Addy · **KFC:** Webby Award · **Pepsi:** Ex Award · **ESPN:** Telly

Chelsea Guitars: Cannes/Shortlists · **M.A.D.D.:** Cannes/Shortlists · **Spotlight California:** LA New Media Film Festival

NOTABLES AND EDUCATION

Keynote speaker: The Creative Circus, University of Louisville, Young Guns. **Judge:** Content Creation Ad-Slam.

Featured in: Adweek, Ad Age, WSJ, Creativity, shots, NowThis. **Education:** The Creative Circus, University of Louisville.

Skills: Creative direction, copywriting, directing, branded content, docuseries, AI-assisted production, writers' rooms.