

KOHL NORVILLE

CREATIVE DIRECTOR

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One of my proudest campaigns was for the Pepsi Super Bowl Halftime Show. My concept won the pitch. I wrote and directed the long-form branded content that launched it. That launch video brought in 347 news stories and 1.1M views. Then I led the Halftime Show's social content team for three years, building on the format I created.

We reached 116 million views, all organic. <https://www.kohlnorville.com/pepsisuperbowl>

Now I'm Creative Director at SuprDog, a startup app that reads your dog's biological signals. I lead the creative team behind SuprDog's marketing and social.

<https://www.youtube.com/@joinsuprdog/shorts>

SUPRDOG Creative Director/Copywriter

New York, NY · January 2026 - Present

Creative director on SuprDog's launch, leading a core team of five that runs up to 50 pieces a week on eight channels, with AI agents I built to research the audience and grade every post.

Loop: AI listens and researches → we ideate, pitch, script, design, shoot and edit → AI grades the work → repeat.

Tools: Claude, Sprout Social, Higgsfield, Runway, ElevenLabs.

FREELANCE Creative Director/Copywriter

New York, NY · 2018 - 2025

BroderVille (2018-25): Amazon, Bausch + Lomb, Crayola, Nerf, Kohler, Guinness, Church's Chicken and Boehringer Ingelheim. Wrote for the TV show Twisted Skillet.

Long Future Farms (2023): A YouTube social series on agroforestry and the benefits of regenerative farming.

Netflix (2021-22): Built and led a room of ten TV writers developing Netflix series.

Project ALS (2018-19): Pitched Ben Stiller in person, co-wrote and directed "Give It Up" with him and Sarah Silverman.

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

MOTIVE MADE STUDIOS Creative Director/Copywriter

New York, NY · 2014 - 2018

Founded the social production studio and grew it from zero to ten, plus 30+ freelancers and influencers. I wrote and directed the work.

Pepsi Super Bowl Halftime: Turned live events into story-driven content that averaged 800K to 1M views a post.

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

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.

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

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

FREELANCE Copywriter and Director

New York, NY · 2009 - 2013

Clients: Arnold, BBDO, Ballpark/LA, Element 79, JWT, Comcast, Georgia Lottery, ESPN, KFC, Kraft, McDonald's, MTV, The AZN Network (TV Show - The Bridge).

AWARDS

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

Amstel Light: Effie/Bronze (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 CA:** 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.