

Adam Cook

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advertising portfolio: adamcookbook.com

SUMMARY

An accomplished advertising leader with extensive experience in developing and executing brand storytelling across all channels. Proven success in guiding high-performing creative teams and collaborating with cross-functional stakeholders to translate marketing objectives into effective campaigns. Demonstrates strong ability to lead both in-house and external agency initiatives, driving business results through creative excellence.

EXPERIENCE

Freelance Creative Director/Copywriter

October 2025 - current

Partnering with agencies and brands to create full-funnel advertising from inception through production. Prior freelance partners: Highdive, FCB, DDB, Vitro, Pereira & O'Dell, Devito/Verdi, OKRP, M&C Saatchi, OH Partners

THE HERSHEY COMPANY, Hershey, PA

Creative Lead, May 2022 - October 2025

Led development and execution of full-funnel advertising campaigns.

- Drove work across portfolio, including iconic confection brands such as Hershey's, Reese's and Kit Kat, as well as growing salty snack and protein bar offerings.
- Broad oversight of in-house and external agency initiatives, including elevating brand foundation work, brief development, brand design and packaging.
- Spearheaded sourcing, proof-of-concept and integration of AI into domestic and international workflows.
- Collaborated with external agency to launch new Kit Kat campaign, sales +18% in first 3 mos.

Directed creative on all in-house agency projects from 2022-2024, achieving \$12MM in cost avoidance in 2024:

- 3-for-3 winning pitches vs. external agencies.
- Earned trust of leadership to shift full-funnel projects on largest brand (Reese's) to in-house team.
- Guided team to surpass Kantar LINK concept test metrics across seven distinct brands.
- Launched Shaqalicious brand via social-only strategy, sales out-performing projections by over 50%.
- Campaign for Dot's Pretzels drove +50% share growth over three years.

DDB, Chicago, IL

Group Creative Director, August 2015 - March 2022

Partnered with agency and client teams to conceive, develop and execute full-funnel ad campaigns.

- Led team of 20+ creatives on \$400M U.S. Army account, orchestrating ecosystem of video, organic/paid social, OLV, digital, direct, partnerships, influencer, creator, outdoor, print, audio, email, local and events.
- Prior to Army role, led campaigns on top accounts, including:
 - State Farm Auto & Home insurance.
 - Capital One March Madness and launch of Capital One Auto Navigator site.
 - Jeep, including Jeep Gladiator's first national TV work.
 - MillerCoors Blue Moon beer, America's No. 1 craft beer.
 - McDonald's, including campaigns for Fresh Beef/Grand Mac/McPick2.
- Contributed extensively to business wins for Army, Jeep, Alfa Romeo, Lifelock and Barilla.
- Key role in successful defense of State Farm, McDonald's and Lifelock/Norton/Symantec.

ADDITIONAL EXPERIENCE

Y&R, Chicago, IL, VP Creative Director, April 2013 - May 2015

Leadership on key accounts, guiding teams of 20+ creatives on Bel Brands, Butterball, CPG International and Carfax:

- Launched Carfax's car sales site, leading to record traffic, revenues and increased investment.
- Created Bel Brands International 2014 Ad of the Year.
- Developed Butterball's first broadcast campaign in seven years, surpassing sales targets.

Led winning pitches for Carfax and Lavazza. Executed work for Craftsman and Land Rover.

LEO BURNETT, Chicago, IL, Creative Director, October 2011- April 2013

Led Allstate's National Retail, Roadside Assistance, Motorcycle, and African-American work. Guided output of 20+ creatives across all platforms, including Allstate's highest-performing TV campaign, which ran for eight years.

DDB, Chicago, IL, Associate Creative Director, July 2009 - October 2011

Developed and executed campaigns for McDonald's, Anheuser-Busch InBev, State Farm and Wrigley.

GOODBY, SILVERSTEIN & PARTNERS, San Francisco, CA, Copywriter, December 2007 - March 2009

Wrote and produced campaigns for Anheuser-Busch, Sprint, Commonwealth Bank of Australia, NBA, Dreyer's and Comcast. Executed numerous online and event-marketing experiences for Sprint's NASCAR cross-promotion.

DDB, Chicago, IL, Copywriter, 2005-2007

Accounts: McDonald's, Capital One and Anheuser-Busch.

R&R PARTNERS, Las Vegas, NV, Copywriter, 2003-2005

Accounts: Las Vegas Convention & Visitors Authority, Wranglers hockey and Paris Las Vegas.

DDB, New York, NY, Copywriter, 2000-2003

Accounts: Starwood Hotels & Resorts, Hershey's, Madame Tussaud's, Westin Hotels.

KEY SKILLS

Creative Direction, Cross-Channel Campaign Development, Creative Production, Brand Strategy, Brief Development, Brand Storytelling, Agency Management, Cross-functional Team Leadership

CATEGORY EXPERIENCE

CPG, QSR, insurance, finance, SaaS, travel/tourism, hospitality, automotive, telecom, entertainment, retail, sports, home improvement, recruitment, non-profit

AWARDS

*Cannes Lions
One Show
CA Annual
Webby YouTube Ad of the Year
Clio's
AICP
LIAA
Art Directors Club*

*Effies
National Addys
Adweek Best Spots of the Year
Radio Mercury Awards
MPA Kelly Awards
Lurzer's Archive
Jay Chiat Awards
Drum Awards*

EDUCATION

MIAMI AD SCHOOL, Miami, Minneapolis, NYC
Certificate of Completion, copywriting focus

INDIANA UNIVERSITY, Bloomington, IN
BS + BA, Business Marketing and Telecommunications