



BILLY HYLAND

CREATIVE
DIRECTOR/
COPYWRITER

/ MY BRAND

"If you've ever worked with Billy, you've likely experienced his passion firsthand. It's a genuine excitement for big ideas, compelling stories, and the theatrics of a good show. And it's inspired many a teammate and client over the years.

As a leader, his passions have expanded. What excites him now feels bigger, more impactful. It's seeing a younger creative land the big idea. Building a rewarding creative culture for the group. Cultivating meaningful relationships with his colleagues and clients. These actions don't just grow business. They help shape agencies."

-Denis O'Keefe
SVP, Executive Creative Director, Merge

"Billy is a showman and incredible presenter. He loves his craft and has a true talent for words. When the going gets tough, Billy delivers."

-Laura Huddleston
Senior Account Director, Pivot Design

"What an incredible example you set for your teammates, and what a truly valued partner you are to other senior leaders."

-Deanna Stallsmith
SVP, Creative Director, Pivot Design

/ CORE VALUES

Energy, Enthusiasm, Creativity,
Ingenuity, Curiosity, Collaboration,
Problem-Solving, Entrepreneurial Spirit,
Versatility, and Emotional Fitness

/ CONTACT DETAILS

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Mobile No. 773-391-9800

/ WORK EXPERIENCE

>> Freelance Creative Director

CrowdPharm (UCB, Inc., Viz.ai) | 2023 to present
Wilson Dow (Lilly, Oncology) | 2023 to present

>> Creative Director

Pivot Design | 2021 to 2023
Clients served: Amgen, Takeda, CSL Vifor Pharma, Acadia Pharmaceuticals, and Terumo Blood and Cell Technologies

>> Creative Director / Associate Creative Director

Merge (formerly Sandbox Agency) | 2015 to 2021
Clients served: Seqirus, Coherus, Trevana, Shire, Baxalta, Abbott Nutrition, and Elanco Animal Health

>> Copy Supervisor

Discovery Worldwide | 2014 to 2015
Clients served: Abbott Nutrition and Astellas Pharma

>> Sr. Copywriter

AbelsonTaylor | 2011 to 2014
Clients served: Daiichi Sankyo and Eli Lilly USA

>> Sr. Copywriter/Copywriter

Williams Labadie | 2007 to 2011
Clients served: APP Pharmaceuticals, Astellas Pharma, Press Ganey, and Smith+Nephew

>> Copywriter / Account Executive

Ogilvy Action (formerly 141 Worldwide) | 2002 to 2006
Clients served: Kraft Foods, Motorola, and Boeing

>> Account Executive / Associate Account Executive / Intern

Frankel | 1998 to 2002
Clients served: McDonald's and Frito-Lay

/ COMPETENCIES

- Creative Direction
- Presenting, Theatre, and Improv
- Leading, Building, and Mentoring Teams
- Brand Strategy and Sales Engagement
- Concepting and Creative Strategy
- Copy, Content, and Message Development
- Digital and Experiential Marketing
- New Business Development
- Social Media

/ EDUCATION

>> Northern Illinois University

BA Communications | 1994

CREATIVE SAMPLES AVAILABLE UPON REQUEST