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# William Kreighbaum

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**William (Bill) Kreighbaum** is an American advertising creative based in Dallas, Texas. He was born in [Peoria, Illinois](#) to an [advertising executive](#) and a homemaker, which might explain his prodigious talent in advertising and homemaking. His upbringing instilled the midwest values of hard work, honesty, humility, politeness, corn shucking and complete food consumption, as there were children starving in China.

Kreighbaum received his Bachelor's degree in Art with a concentration in design, from [Illinois State](#) in Normal, Illinois, which pretty much was just that. Misled by the TV show [Dallas](#), he soon packed a U-Haul with his most prized possessions, burying the rest in a box at an undisclosed location, and headed to Big D. There he soon found that his portfolio of work did not meet the standards of the Dallas design community. He enrolled in a design class at [East Texas State University](#) and learned much more about his craft under the tutelage of Dallas designer extraordinaire, Danny Kamerath and [One Show Club](#) Hall of fame member, Robert Lawton.

From East Texas State, Kreighbaum joined the [Richards Group](#) as an Art Director on the Pier 1 Imports account. He also utilized his new found powers on T.G.I. Friday's, Muratec, Grandy's, Mercantile Bank, Southland Dairies, Cadillac Dealers Association, and Community Coffee.

After several years, he joined [Bozell](#) (soon to be renamed Temerlin McClain and later TM Advertising), as a Senior Art Director. There, despite never having flown a plane or driven a bus, he applied his creative skills to American Airlines and Greyhound Bus Lines. Other accounts included Long John Silver's, Pace Picante, NationsBank and Quaker State.

Kreighbaum next took the leap into management and joined [David Hadler & Associates](#) as Executive Creative Director. He helped create successful campaigns for Ameritas Dental Insurance, Audi of America, The Container Store, Park Place Auto Dealerships, Pearle Vision Care, Larry's Shoes, and Zebco fishing equipment.

Lured by the opportunity to work on the Subaru account, he rejoined [Temerlin McClain / TM Advertising](#) as an Associate Creative Director. There he developed and executed effective work for American Airlines, JCPenney, Bank of America, Texas Instruments, Long John Silver's, and Toshiba laptops.

As a Creative Director, Kreighbaum then entered an extended freelancing agreement which led to a full time position at [the Integer Group / Dallas](#). He managed a tenacious group of creatives that produced stellar promotional and brand work for Bimbo Bakeries, 7-Eleven, SPCA of Texas, AT&T, Pioneer Electronics, Nokia, AMD, Suzuki, Pilgrim's Pride, BlackBerry, T.G.I. Friday's, LaSalle Bank and MasterCard.

In 2010, Kreighbaum's freelance career applied his creative talents to UT Southwestern Medical Center, First Financial Bank, Sam's Club, Borden Milk, Tyler Technologies, Rent-A-Center, Western Union, People's Health, Texas Health Resources, and others who are under the protection of NDAs.

Kreighbaum's most recent move was into the corporate world where he accepted the position of Manager of Marketing & Communications at Transwestern where he toiled until he returned to the glamorous life of freelancing in February of 2015.

A smorgasbord sampling of Kreighbaum's work can be found at [www.williamkreighbaum.com](http://www.williamkreighbaum.com).

## Awards

The One Show Club, Communication Arts Advertising Annual, Dallas Ad League, Dallas Society of Visual Communications, Telly, Louisville Addys Best in Show and the New York Art Director's Club, Bergen Basketball Camp – Most improved player.

## Contact

wkreigh@gmail.com 214 215-2260

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