

# DARREN M CREGAN

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## CREATIVE DIRECTOR

Who ever thought having the snappiest  
looking book reports in grade school would lead to this?  
Darren certainly didn't.

But after winning the art award in high school,  
and attending Susquehanna University,  
he quickly realized he could put his communications degree  
and studio art minor to use.

Darren began his career at Y&R-NY as a Team Assistant  
on the account side. After 4 years of night school studying art direction,  
his dedication paid off when he was in "the right place at the right time."  
He helped the account team start and finish a forgotten billboard project  
in one night. That dedication launched his art direction career.

He applied those skills to produce some great work at  
Y&R as an art director on major brands such as Jaguar, AT&T,  
Sony, Mexico Tourism, and Colgate-Palmolive to name a few.

Darren's unique brand of art direction and problem-solving abilities  
led him to "rub elbows" with some of the brightest creative and  
account management talents in the industry.

Since joining Zimmerman / ZGroup, January 2007, Darren's insights and passion  
for tapping into consumers' emotions, while simultaneously  
out performing business objectives, have been felt by  
clients including Papa John's pizza and Nissan.

Originally from Morristown, NJ, when not working on one project or another,  
Darren can be found spending time with his wife Cari and  
two daughters, 3 year old Chloe and 16 month old Courtney.

And sometimes, on occasion,  
when not overseeing new campaign development,  
Darren enjoys painting, drawing, golfing, hiking, crowd surfing,  
relaxing at the beach and enjoying the great outdoors.

Not necessarily in that order.