

DARREN M CREGAN

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CREATIVE DIRECTOR

Highly acclaimed, visionary, and performance driven marketing executive with over 20 years of success developing highly successful advertising campaigns for television, radio, print, outdoor, digital and social media. Extensive experience on National and International accounts and proven track record in all aspects of the creative process from conception to execution. Forward thinker who brings a broad perspective to brand and promotion development. Skilled in building client relationships and developing design solutions that bring the visions to life in a fresh, aligned and compelling way. Experience includes working with the NFL, NBA, MLB and NASCAR.

CORE LEADERSHIP COMPETENCIES

- Advertising and Marketing
- Project Management
- Brand Management
- Image / Logo Development
- Marketing Communications
- Channel Marketing
- Social Media Marketing
- Desktop Publishing
- Creative Direction
- Team Management
- Video Production Skills
- Digital Design

PROFESSIONAL EXPERIENCE

LIFE EXTENSION – Fort Lauderdale, FL **2017 – Present**
Vitamin supplement company / full service in-house agency
Creative Director

Since 1980, Life Extension has been a pioneer in funding and reporting the latest anti-aging research and integrative health therapies. The belief in a scientific approach to better nutrition has always been the cornerstone of the company. Life Extension has been committed to sourcing the highest quality raw materials, and creating the best supplements money can buy to support optimal nutrition, disease prevention and whole body health. Life Extension has been helping people stay healthy and live better for 40 years.

- Concept, develop and execute omni-channel advertising campaigns with social media and digital extensions across all marketing channels and digital platforms.
- Developed and led the company through the first consumer life-cycle marketing effort to win and retain customers.
- Lead a team of 20 – copy writers, editors, motion graphic artist and graphic/digital designers to meet and exceed expectations.

ONEKREATE – Hollywood, FL **2016 – 2017**
Full service boutique agency / content production house
Creative Director

OneKreate is a unique creative and technology studio that blends art with science to produce and manage beautiful and engaging content for our clients. We specialize in photography, video, design and technological services for companies who seek to increase revenue. OneKreate offers omni-channel solutions that are both tangible and adaptive. We deliver within the boundaries of our clients' needs and execute beyond them. Clients include: Home Depot, Bed Bath & Beyond, Unilever, Garden Of Life, Petco, and Carnival Cruise Line.

- Contribute to 275% increase in revenue of last year due to providing strategic and creative solutions for our clients.
- Concept, develop and execute national advertising campaigns with social media and digital extensions across all marketing channels and digital platforms.
- Led a team of 15 – directors/producers, copy writers, editors, motion graphic artist and graphic designers to meet and exceed our clients' expectations.

TEAM (TEAM ENTERPRISES) – Fort Lauderdale, FL **2015 – 2016**
Experiential agency that connects brands with consumers.
Associate Creative Director / Consultant

Combined above-the-line creative thinking with experiential advertising to enhance consumers' experiences and brand interactions. National and International clients include: Association of Volleyball Professionals (AVP), Not Your Father's Root Beer, National Car Rental, Draft Kings, Santa Margherita Wine, Bacardi USA, Drinkfinity, Keurig, Johnsonville Sausage Co., Miller-Coors Brewing, Netflix, Captain Morgan's, Johnny Walker, Corby Wine & Spirits.

- Led agency award video submissions team for The Addy's, Communicator, and Stevie's Awards. 11 wins and counting.

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ZIMMERMAN ADVERTISING / ZGROUP – Fort Lauderdale, FL

2007 – 2014

Full-service agency and leading national retail brand builder.

Associate Creative Director ~ 2011 – 2014

Utilized creative and advertising expertise to manage Papa John's account. Developed strong ideas based on solid strategy. Led campaign initiatives from initial client meeting to final production. Conceived, created, executed, and managed campaigns with emphasis on branded content for television, radio, print, outdoor, digital and social media initiatives. Directed a team of 11.

- 266% increase in Papa John's market capitalization over seven years through the development of effective national advertising campaigns.
- Contributed to 285% increase in Papa John's stock price with innovative advertising campaigns.
- 33% increase in stock price during NFL season; attributable to successful advertising campaigns with Peyton Manning.
- Directed 8-12 television commercial shoots annually including tabletop and live action due to successful bundling.
- Developed strong relationships with stakeholders to promote a collaborative work environment in a fast-paced industry.
- Utilized material from a single commercial shoot to launch 18-month "Quality Campaign", saving \$1.5M in production budget due to cancelling of additional shoots.
- 28% increase in Papa Rewards Program growth resulting from advertising campaign to launch new program, utilizing multiple platforms including television, radio, print, digital and social media.

Senior Art Director ~ 2007 – 2011

Worked with clients (Papa John's and Nissan) to bring creative ideas to advertising campaigns. Planned and executed projects with internal creative staff, outside vendors, production staff, and post-production team. Collaborated with team to establish creative direction to achieve strategic business goals for clients focusing on television, radio, print, outdoor, digital and social media initiatives.

- Developed new national campaign for Papa John's resulting in no loss in revenue during difficult economic times in the United States. A consistent 7% growth annually over previous years.
- Grew team from two to five members and set overall style and tone for national campaigns.
- Art Directed and managed television commercial, print, digital and social media shoots for all advertising campaigns, both tabletop and live action, averaging two shoots per month.
- Presented concepts and developed creative presentations for new business development; attended quarterly agency reviews for Papa John's and contributed to additional projects including Ethanol and Aruba Tourism.
- Directed team of five consisting of National Advertising Copywriter, National and Local Advertising Junior Copywriter, National Advertising Editor, National Advertising Audio Engineer, National and Local Advertising Junior Audio Engineer.

YOUNG & RUBICAM – New York, NY

1997 – 2006

One of world's leading full-service advertising agencies.

Art Director ~ 2000 – 2006

Developed and executed creative concepts for leading edge marketing and advertising solutions. Created excellence through innovative and creative concepts across all traditional media. Developed and framed creative deliverables in accordance with requirements. Clients included: Colgate – Palmolive Global, Mexico Tourism, Telephonica, Movistar, Sony, Jaguar Cars North America-Europe and AT&T.

- 25% growth over three years in Colgate-Palmolive global business as result of innovative advertising campaigns incorporating television, radio and print.
- 15% increase in sales through conception, design, execution, and direction of 360-degree campaigns for Colgate-Palmolive brands and new product launches. Products included: Colgate Total, New Simply White Toothpaste, New Colgate Max Fresh Toothpaste, New Luminance Toothpaste, Palmolive Dish Soap, New Palmolive Oxy Clean Dish Soap, Hills Science Diet Pet Food, Mennen Men's & Ladies Speed Stick Deodorants and Softsoap Brand Hand and Body Soaps.
- Art Directed and managed commercial shoots for all Colgate Total television advertising campaigns, including three live action commercial shoots, three print shoots, and 12+ table top shoots.
- Developed brand re-pitch and campaign extensions for clients including Mexico Tourism, Telephonica, Movistar and Sony.
- Art directed advertising campaign with Alex Rodriguez for Mennen Speed Stick expanding his brand as he was new to the New York Market.

Early career experience with Young & Rubicam includes: Art Director – Freelance, and Team Assistant.

EDUCATION

Graduate Coursework, Trends in Graphic Design; **ART INSTITUTE OF FORT LAUDERDALE** – Fort Lauderdale, FL.

Graduate Coursework in Painting, Drawing, Graphics; **NYU – SCHOOL OF CONTINUING EDUCATION** – New York, NY.

Graduate Coursework in Art Direction, Portfolio Building, Graphic Design; **ADHOUSE** – New York, NY.

Graduate Coursework in Art Direction, Portfolio Building, Graphic Design; **SCHOOL OF VISUAL ARTS** – New York, NY.

Bachelor of Arts, Mass Communications; Major: Advertising, Minor: Studio Art; **SUSQUEHANNA UNIVERSITY** – Selinsgrove, PA.