

debra preglar

CREATIVE DIRECTOR / ACD / ART DIRECTOR / DESIGNER

I'm an award winning CD/ACD/Senior Art Director/Designer with 25+ years experience in the advertising and creative industry.

I love creating ideas that tell the authentic story of a brand.

I've managed everything from multi-million dollar automotive projects to non-profit projects.

I have hands-on and management experience on projects that have included broadcast/video, experiential marketing, print, radio, outdoor, catalog design, direct, sales materials, social media and brand initiatives.

I've worked with In Design, Photoshop, Illustrator and Power Point.

I love working alongside writers, art directors, designers, planners, account people, producers, clients, directors, editors, photographers, illustrators and really good craft service people.

I've managed creative groups of 15-2. I enjoy mentoring and inspiring creatives to achieve the best they can while having fun being creative and delivering strategic, focused work.

I've interviewed, hired and written performance reviews and also signed off on vacations.

I was named an Employee of the Year at Campbell-Ewald.

I'm used to tight deadlines and meeting them.

I love doing a great job.

And I love advertising and design.

Experience

Creative Director

Jack Morton

Chevy Auto Show Group

Detroit, MI
Mar 2022 - Jan 2024

ACD/Senior Art Director/Designer

Freelance

Freelance work for: Campbell-Ewald, MRM/McCann, MXM/Accenture, Airfoil Group, Geovea, Vimax Media and Jack Morton.

Apr 2018 - Feb 2022

Associate Creative Director

McCann Detroit

ALDI Food Markets-Corporate and Special Projects

Birmingham, MI
Apr 2013 - Jan 2018

Senior Art Director/Designer

Freelance

MI
Jan 2011 - Mar 2013

VP Associate Creative Director

Campbell- Ewald

Chevrolet-Regional, Retail and National Creative

Warren, MI
Oct 2001 - Dec 2010

Senior Art Director

DMB&B

Cadillac and Pontiac National Creative

Troy, MI
Oct 1998 - Aug 2001

Associate Creative Director from Senior Art Director

BK&M

Hatteras Yachts / Metro Detroit Tourism Bureau / Care
Choices HMO / Michigan Dept. of Public Health / Henry Ford
Museum & Greenfield Village / Great Lakes National Bank /
Allnet Long Distance / Cliff Keen Athletic Wear

Ann Arbor, MI
Aug 1987 - Sep 1998

Education

College of Art & Design

Center For Creative Studies

Detroit, MI

Awards

Adweek's Best Spots / London International Advertising
Awards / Telly Award / ADDY-District / ADDY-Regional
CADDY Awards / Print Magazine / Flash Magazine / Society of
Illustrators of Los Angeles /
2006 Campbell-Ewald Employee of the Year

Contact

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