

KIM HURLEY

Creative Director / Copy

203.414.9378
kimberleyjhurley@gmail.com
kimhurley.com

Director, Creative and Strategy

Moore • March 2025 – Present

Develop brand-building awareness and fundraising campaigns for the nation's top non-profits, including Defenders of Wildlife, Children International, and many others. Craft original spots for PSAs, radio and CTV, plus OOH, influencer assets and other tools. Rebrand lesser-known charities leading to strategic new audiences and increased donations.

Associate Creative Director

Save the Children • Feb 2018 – Feb 2025

Part scientist, part storyteller. Developed compelling multi-channel marketing campaigns that generated clicks, tugged at heartstrings and inspired donations. Original concept for the award-winning campaign "100 Days of Reading," and co-created Jennifer Garner's "Save with Stories" campaign, which won a Webby and reached over 1 mil. kids.

Creative Director

Freelance • July 2014 – February 2018

Idea factory and collaborative branding expert for numerous local agencies across CPG, spirits, tech, luxury goods and B2B. Brands: SAP, Pepperidge Farms, Goya, Jägermeister, Nestlé.

Associate Creative Director/Copy

Ryan Partnership (now Epsilon) • September 2012 – July 2014

Led a team to create brand positioning and activations for the global brands – Dewar's, Bombay Sapphire, Grey Goose. Integrated campaigns for Dole Salads, Energizer, Stouffer's and others.

Creative Director

EuroRSCG (now Havas) • October 2010 – September 2012

Pitched and won the digital AOR business for IBM, increasing agency revenue by 340%. Created database / lead-gen strategy and messaging for Dom Perignon. Pitched and won DIAGEO – created 360 campaigns for Baileys, Guinness, Tanqueray, Johnnie Walker and Don Julio. Hands-on leadership across multiple creative teams (remote and on-site).

Associate Creative Director

EuroRSCG (now Havas) • October 2005 – October 2010

Sr. Copywriter/Concepts

Alcone • July 2003 – October 2005

EDUCATION

Bachelor of Science,
Boston University,
College of Communications

Yale School of Management,
2023 Women in Leadership
Certificate

eCornell,
Digital Storytelling Certificate
February 2025

INTERESTS

learning French
book club
publishing my writing
volunteer work

Board member of
Through Glenn's Lens – a 501c3
dedicated to grief, photography and
young artists.