



KIMBERLEY HURLEY | 203.414.9378 | kimberleyjhurley@gmail.com
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EXPERIENCE

Feb 2019 – Present

Save the Children • Associate Creative Director • Fairfield, CT

Part scientist, part storyteller. Manage the in-house creative agency to create compelling consumer campaigns that generate clicks, tug at heartstrings and inspire donations. Created the original concept for the award-winning campaign “100 Days of Reading,” and co-created Jennifer Garner’s “Save with Stories” campaign. Oversee a staff of three art directors, three video producers and one writer.

July 2014 – February 2019

Freelance Creative Director • CT/NY

Brought in as an “idea factory” for a number of local agencies and clients. Launched upscale bed-and-breakfast chain. Branded an exclusive makeup line. Reinvigorated the positioning of a local shopper-marketing agency. Created innovative campaigns/activations for Mead/FiveStar, Simple Skincare, Frontier Communications, Nestlé Waters and JuicyJuice.

October 2012 – July 2014

Ryan Partnership (now Epsilon) • Assoc. Creative Director • Wilton, CT

Created brand positioning and activations for some of the largest brands in the premium spirits industry – Dewar’s, Bombay Sapphire, Grey Goose. Ideated integrated campaigns for Dole Salads, Energizer, Stouffer’s and other well-known brands. Managed a team of 6.

October 2010 – September 2012

EuroRSCG (now Havas) • Creative Director • Wilton, CT / NY, NY

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

October 2005 – October 2010

EuroRSCG (now Havas) • Associate Creative Director • Wilton, CT

July 2003 – October 2005

Alcone • Sr. Copywriter/Concepts • Wilton, CT

December 1998 – July 2003

Barry Blau/Brann • Sr. Copywriter/Creative Supervisor • Wilton, CT

June 1997 – December 1998

Dickinson Direct • Sr. Copywriter • Braintree, MA

EDUCATION

Bachelor of Science, Boston University, College of Communications (COM)