

# KIM HURLEY

## Creative Director / Copy

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kimhurley.com

### Associate Creative Director

Save the Children • Feb 2018 – Feb 2025

Part scientist, part storyteller. Managed the in-house creative agency (under the ECD) to create compelling multi-channel marketing campaigns that generated clicks, tugged at heartstrings and inspired donations. Created the original concept for the award-winning campaign "100 Days of Reading," and co-created Jennifer Garner's "Save with Stories" campaign. Lead teams of art directors, video producers and writers.

### Creative Director

Freelance • July 2014 – February 2018

Idea factory and branding expert for numerous local agencies' clients across CPG, spirits, tech, luxury goods and B2B. SEO copy for TruHu (HR Saas platform), Demandware (now Magento) and SAP. Content creation and innovative campaigns for Pepperidge Farms, Goya, Jägermeister, Nestlé Waters, Five Star.

### Associate Creative Director/Copy

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

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 CPG brands. Managed a team of 6.

### 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 luxury brand Dom Perignon. Pitched and won DIAGEO – created integrated 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