



KIM HURLEY

I've got a way with words.

July '14 – Present

Creative Consultant

Epsilon, Wilton; Catapult, Westport;

Match, Norwalk;

Ingenuity Design, Norwalk;

GW Hoffman, Darien;

Digital Surgeons, New Haven

Assignments include: strategic positioning and tagline for Frontier Communications; all site content for Demandware, the leader in cloud computing; rebranding of the EMC Business Partner program; plus social content, platforms, branding and taglines for a host of CPG products – Energizer, Stouffer's, Keurig, Goya, Pepperidge Farm, Juicy Juice, Brisk.

October '12 – July '14

Associate Creative Director

Ryan Partnership (Epsilon),

Wilton, CT

Clients: BacardiUSA, Dole, Energizer, Mead/FiveStar. Created experiential campaigns for Bombay Sapphire, Jay-Z's cognac D'USSE, and other premium spirits. Concepted and ran the photoshoot for GQ's "World's Most Imaginative Bartender" Competition, and photoshoots for Dole. Managed a team of six.

October '05 – September '12

Associate → Creative Director

Euro RSCG (Havas), Wilton, CT / NYC

Clients: IBM, Diageo, Canadian Tire Financial Services. Developed concepts, themes and content to drive engagement. Pitched and won IBM digital account, an increase of agency revenue of 340%. Pitched and won Baileys, Johnnie Walker and Don Julio accounts. Launched new credit cards and rewards programs for Canadian Tire. Oversaw creative teams and evaluated their work.

September '03 – October '05

Sr. Copy/Concepter

Alcone Marketing Group, Darien, CT

Clients: McCormick, Unilever, Jameson, Chivas, Wild Turkey. Concepted platforms, positioning and activation promotions for CPG, spirits, and other brands.

December '98 – September '03

Creative Supervisor

Barry Blau (Brann), Wilton, CT

Clients: IBM, Berlitz, Fleet Bank, Guinness. Created B2B and B2C worldwide advertising campaigns, presented to C-level executives, facilitated intra-agency training internationally. Pitched and won Guinness. Launched credit cards for Fleet bank.

June '97 – December '98

Sr. Copywriter

Dickinson Direct, Braintree, MA

Clients: Analog Devices, Sun, Microsoft. Composed strategic concepts and high-tech copy for 360° campaigns. Supported the PR arm of the agency by drafting press releases, collateral, and magazine features.

April '95 – June '97

Sr. Copywriter

Geerlings & Wade Wine Service,
Canton, MA

Wrote, designed, and proofed monthly direct mail packages on a strict timeline. Strategized objectives, attended press checks and tastings, and conducted research.

May '93 – Bachelor of Science

Boston University

College of Communications

September '88 – December '90

Emerson College

Writing, Literature & Publishing