

ERIC HURLEY

Creative Director | Video | Motion | Digital | Art

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Bringing ideas to life since '09, I'm a seasoned agency creative with a knack for video. I love to capture people's attention with engaging visuals and stir their emotions with compelling sound design.

Whether it's a digital billboard for "The Big Game" or a paid social strategy for a startup, I tackle every brief with a certain peace and optimism that comes with experience. I thrive on taking bold, ambitious ideas and turning them into dynamic videos.

I'm a lifelong learner, writer, and artist who loves getting my hands dirty with the clay of the creative process. Ultimately, my work is about more than just visuals—it's about inspiring people.

Let's create something memorable together!

EXPERIENCE

FREELANCE CREATIVE

2023 - Present

Little Big Engine

Worked closely with the founders of the AdAge Small Agency of the Year to expand their production offering to include digital growth campaigns. Pitched, sold, and produced over 100 bespoke creative ads that delivered up to 25% CTR for brands. Managed freelance roster and flexibly scaled the team to meet demand.

Universal Studios & Illumination Entertainment

Designed and executed website takeover and social activations for Migration, Despicable Me 4, Night Swim, The Exorcist: Believer and The Fall Guy. Created engaging rich-media banner ads that drove ticket sales from IMDB & Fandango. Through Westbound Creative agency.

Netflix

Deep dive video editing into unreleased shows. Tasked with pulling the best moments and editing them into engaging digital content. Worked closely with the genre marketing team on tight deadlines to produce original digital AV spots. Dead Boy Detectives, Scott Pilgrim.

ART DIRECTOR // ACD // MOTION DESIGN @ DMM & WAY TO BLUE

2016 - 2023

Peacock

Led motion design and video post production for Peacock TV's streaming service social channels. Maintained brand visual identity across TikTok, Instagram and other platforms. Sold first to market social activations leveraging new features. Managed motion and static designers. Part of Promax Gold winning team.

Warner Bros, Lionsgate, Amazon Prime Video, Hulu

Integral part of the creative team producing AV and Social for major theatrical, home ent, and streaming releases. Highlights include "Aquaman", "Shazam!", "Baby Driver" and "The Boss Baby". Worked closely with account managers on everything from brainstorms to live posting on 30+ original video assets per campaign. Developed custom typography and motion graphics content systems for domestic and intl markets, digital OOH. Managed 6-month campaign lifecycles for tentpole releases grossing over \$1B worldwide. Edited for the 2024 Gold Gema winner, History of the World Pt. 2 Social Campaign.

LEAD EDITOR // MOTION DESIGNER @ WATERPROOF PICTURES

2011 - 2016

Wonderful Company, Music & Lyric Videos, Glamour & Cosmopolitan

Editing, color, and VFX for digital content surrounding Wonderful Pistachios' Get Crackin' Super Bowl campaigns (PSY and Colbert). Worked on the Fiji Water rebrand, Pom Wonderful, and Wonderful Halos B2B videos. Pioneered official lyric videos for major recording artists at Interscope, Sony, and Universal Music, including pitching storyboards and producing videos that combine dynamic typography with editing and music. Worked on Freemont Street OOH animation for Green Day, as well as VFX and color for Pentatonix and Bryson Tiller videos. Developed pop culture-focused video content for leading magazine brands like Glamour & Cosmopolitan, cutting talent-approved interviews for artists like Taylor Swift, Rihanna, and Shakira.

EXPERTISE

Creative Direction

Campaign Strategy
Brand Development
Storyboarding, Copywriting
Client Relations

Skills

After Effects, Premiere
Photoshop, Illustrator
Davinci, VFX, Color, Post
Prompting, AI Research

Digital Innovation

AI Agents, ComfyUI
Brainstorm First to Market
Python, Javascript, HTML
Web 3.0, Mixed Reality