

# ERIC J. HURLEY

Art Director | Motion Design

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# Digital Portfolio

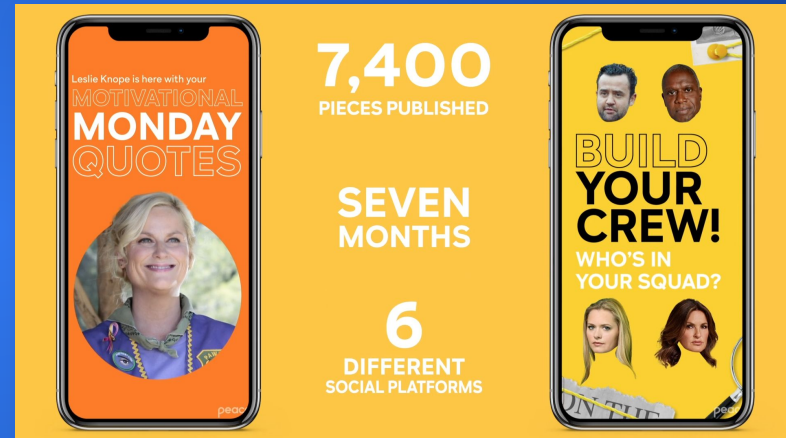
From idea to impact





NBC Universal approached DMM in 2020 with a proposal to take over the social channels for their legacy pages and launch their new streaming service.

Eric joined this venture on an exclusive retainer as Art Director of Motion Design where he created a mix of highly engaging interactive social games, memes, and elevated animated content for 6 different social platforms. Followers grew to over 2 million in 2 years and the 360 launch campaign won a ProMax gold award.



[Case Study Video](#)

# Theatrical Marketing

Feature film campaigns online aim to capture the magic of each movie and distill it into social-first creative. Eric is a trusted visual storyteller who has contributed award-winning videos to numerous film campaigns and studio pages. He has worked with A-list directors and film executives to ensure all goals are met.

## Credits

Baby Driver

Aquaman

Knives Out

Shazam!

The Boss Baby

Ferdinand

Trolls

Mother!

IMAX

Focus Features

The Witches

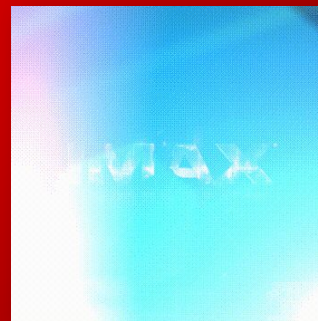
Crazy Rich Asians

The Report

Outlaw King

IT Chapter 2

Detroit



[Crazy Rich Asians Awards Sizzle](#)

# Consumer Brands

From pop culture to bottled water, Eric has worked with a wide variety of brands building entertainment, commercial and corporate video strategies. He is an expert in writing, directing and producing digital shorts and multimedia to support brand objectives.

## Clients

Wonderful Pistachios	Apple Music
Glamour	Amazon
Cosmopolitan	Fiji Water
ELLE	LAIKA
TV Guide	Sunkist
USA	Mazda
Warner Bros.	BODi
Peet's Coffee	Interscope



[Get Crackin' Superbowl BTS](#)



[Taylor Swift on Turning 22](#)

# Creative Services

Eric wears many hats in agencies and production companies.  
His favorite types of work include:

Motion Design	AI Integration
Graphic Design	Digital Ads
Art & Film	Platform Innovation
Creative Direction	Viral Marketing
Creative Writing	Sizzle Reels
Management	Production
Mentorship	Post-Production
Creative Strategy	Video Editing
Experiential Design	Sound Design
VR / AR	Retouching photo & video
UX Design	Social Media
Team Building	YouTube





# By The Numbers

Great creative doesn't stand alone, it requires a strategy and team to deliver results. The impact of these efforts combined with Eric's creative returned amazing engagement for these campaigns.

Aquaman's socials generated over 82M organic impressions, 81M in organic reach, and 8M in organic engagements.

For Lionsgate Brand in 2020, we created 500+ pieces of original content that generated 435M+ in total reach, 55M in video views, and 41M in total engagements.

SHAZAM's social campaign generated 81M impressions, 24M in reach, and 3M engagements across Facebook, Twitter and Instagram.

Knives Out FYC and Home Ent Campaigns garnered 52.3M impressions across Facebook, Twitter and Instagram.

The Report had the highest opening weekend of any Amazon Original film on Prime Video to date. The "Truth Matters" digital stunt generated an impressive 21M impressions, over 11M video views, and 350K engagements.

# About me

Eric has a passion for bringing ideas to life. He is a father, husband, snowboarder and hobbyist photographer. Professionally, he has mastered the skills needed to produce exceptional film and digital content. Most recently he has helped launch the Peacock brand on social media, crafting their snackable content for general audiences and helping to grow their subscribers faster than any other streaming service. Prior to Peacock, he worked on film and streaming campaigns where he used his knack for visual storytelling and his unique blend of skills to send multiple films to #1 at the box office.

Eric is an expert at telling brand stories in creative ways. He has helped to build design and video teams in multiple agencies and has proven his ability to help grow businesses with thumb-stopping content and a positive attitude.





# What's Next?

The digital landscape is always changing and Eric is on top of the latest trends. He has travelled to the top social platforms, learning their customs and traditions. He has explored the metaverse and amassed a collection of priceless artwork from around the world. He has tapped into the power of AI for writing as well as painting classical masterpieces.

One thing is certain in the future, Eric will evolve and adapt to the changing landscape, always looking for an opportunity to innovate and create amazing work with great people.

[Browse additional work](#)



"Everything" 2022

# Professional References

Matt Jeans, ECD / Partner at DMM

“Eric is a consummate pro and understands creating for the social space with years of experience under his belt. Working on everything from big budget blockbusters to streaming networks, he's been a problem solver, a leader to his juniors, and above all a reliable creative with a good eye.”

Brady Jacob, Client

“Eric worked hard throughout the entire creative process and did not compromise his vision in any way. He has amazing technical knowledge of filming and editing which made him a pleasure to work with. I would definitely work with Eric again and would highly recommend him to friends and colleagues.”

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**THANK YOU**