



Kelly A. Hurley
President / Dreamer



Kelly A. Hurley, a Colorado native, is a graduate of the University of Colorado at Boulder with a Bachelor of Science in News-Editorial Journalism and Public Relations, with a minor in Communications.

Hurley began her career in public relations in the non-profit sector at the American Lung Association in Denver. She was then hired by the Colorado-based Fortune 500 Company, Ball Corporation, where her focus was internal communications and client relations. Most recently, Hurley was the Communications Manager at the Denver Art Museum, where she directed the local and regional media relations of the museum's \$110 million expansion project, managed a \$1 million dollar advertising budget and oversaw the museum's internal communications and employee training program.

In 2006, a chronic health condition that Hurley had been living with for eight years, acted as the catalyst in changing Hurley's life forever - but in the best way imaginable, catapulting her into the exciting world of entrepreneurship, "dreaming big" to balance her love of communications, PR and life!

Hurley has extensive relationships with media in metro Denver and Boulder, as well as regionally throughout Colorado and surrounding states. Her "go-getter" attitude results in media coverage that translates into long-term success for her clients. She strives to couple effective and smart public relations efforts with community relations and partnerships, as well as creative marketing techniques.

Hurley is professionally involved with Public Relations Society of America, The Association for Women in Communications, Denver Women's Press Club, Denver Press Club and the Boulder Independent Business Alliance. She previously sat on the board of directors for Canine Partners of the Rockies, and currently serves as public relations chair on the board of the DAM Contemporaries, the support group of the Denver Art Museum's Modern & Contemporary Art department. She is also a national member of Ladies Who Launch.

In her free time, Hurley works to promote awareness and understanding about people who live with chronic pain; she is also fueled by her passion for animal advocacy issues and animal rescue and adoption. She creates harmony and balance for herself by spending time with her partner, Paul; pondering the unconditional love of their three rescue dogs and cat, building both mental and physical strength by practicing Pilates, and dropping her blood pressure through photography, knitting, snowshoeing, writing and gardening.