



**Annalise Yuri Murphy**



## Annalise Yuri Murphy Brooklyn, NY

### *Creative Director - Art + Copy*

Annalise directs impactful campaigns and visual experiences. She has 10 years of experience in advertising and editorial production. Her duty is to empower emotionally intelligent stories and activate creative pursuits. Core values stem from the knowledge that visual storytelling in any form, has the power to enlighten and inspire. Together with collaborators, she guides innovation and exploration to new frontiers in advertising, journalism, entertainment, and technology.

Annalise contributes to projects as an individual and is a fully insured producer with her creative LLC - YURI NYC.

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Creative Director - Social Video



# #AMAZON PETRIFYING



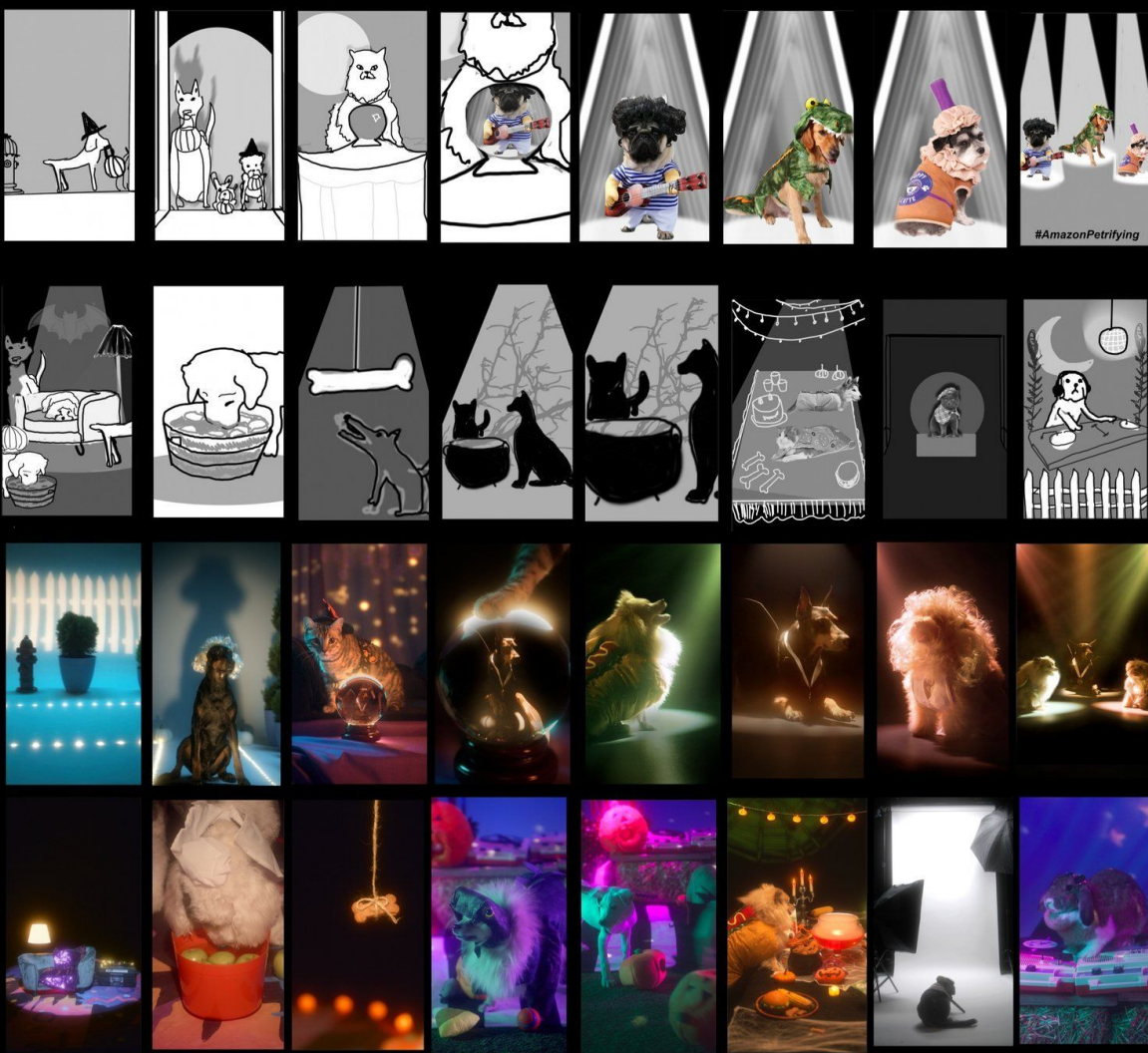
# AMAZON - MOVEMENT STRATEGY

#Amazon Petrifying

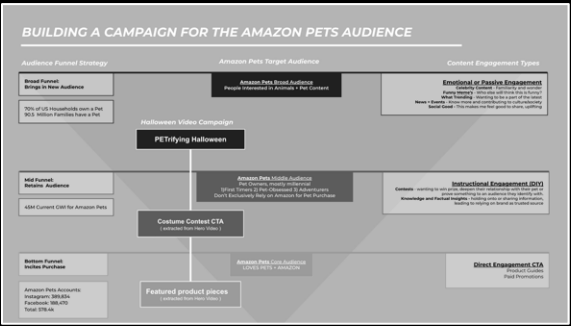
## Creative Director, Art + Copy

Collaborated with accounts, strategists, and client to understand target audience and KPI's for campaign. As CD, I directed and executed both art and copy for deck builds. I led strategy and concept presentations for client through several rounds to final sale. Worked with a creative team to build storyboards and communicate creative to client, producer, and crew. During production, I directed camera on set and directed editors / animation vendors through post production. Led internal creative team at Movement Strategy; art directors, designers, copy writers, and jr. strategists for the final graphics and publishing phase.

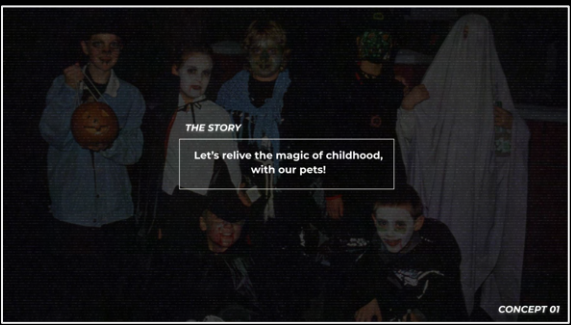
- + Strategy + Concept Decks
- + Sold Concept
- + Directed Video
- + Led Creative Team



Client: Amazon  
 Campaign: #AmazonPets  
 Agency: Movement Strategy



Strategy Deck



Concept Pitch Deck

## Strategy

Collaborated with data analytics and strategists' for paid and organic funnel. The campaign consisted of our zany commercial Reels (high), Carousel+story posts supporting a costume contest (mid) and Stories for cpg shoppable content (low).

- + Full-Funnel Instagram campaign
- + Over 50 Unique assets; video, photo, graphics, animations, native social

## Campaign Creative

For #AmazonPetifying, we channeled our inner 90s kid and filmed a nostalgic, ghouly, over-the-top halloween party commercial. Filled with 90s commercial tropes, the 60s hero video invited pet lovers to participate in a pet-costume-contest and purchase holiday favorites with Amazon Pets.

- + 60 Second Hero Video
- + Social First Campaign
- + 90s Nostalgia





Client: Amazon  
Campaign: #AmazonPets  
Agency: Movement Strategy

# #AMAZON PETRIFYING



[Link to Hero Video](#)

Client: Amazon  
Campaign: #AmazonPets  
Agency: Movement Strategy

### Instagram Stories

Examples from IG story sequences that consisted of 5-8 frames



Contest Instructions



Costume Inspiration



CPG Click-through



Campaign Branding



# Instagram Carousel



amazonpets • Follow

amazonpets FINAL WITCHING HOURS to enter the #AmazonPETrifying costume contest! enter by posting a photo of your pet dressed in one of three categories: 1. PETrifying 2. scrumptious 3. throwback. plus, follow @amazonpets, tag 2 friends, and use hashtag #AmazonPETrifying. contest ends tonight

Rules: The contest starts on 10/13 and ends at midnight PST on 10/24. One winner will be selected for each category based on best entry and announced on 10/31, receiving a \$400.00 USD gift card. The winner will be contacted via DM on or around 10/26 prior to the public announcement. No purchase is

1,417 likes  
OCTOBER 24, 2022  
Log in to like or comment.



amazonpets • Follow

amazonpets some #AmazonPETrifying Costume Contest inspo for ya check out more pet costumes in the link in bio. to enter, post your dressed pet for 1 of 3 categories: PETrifying or scrumptious or throwback

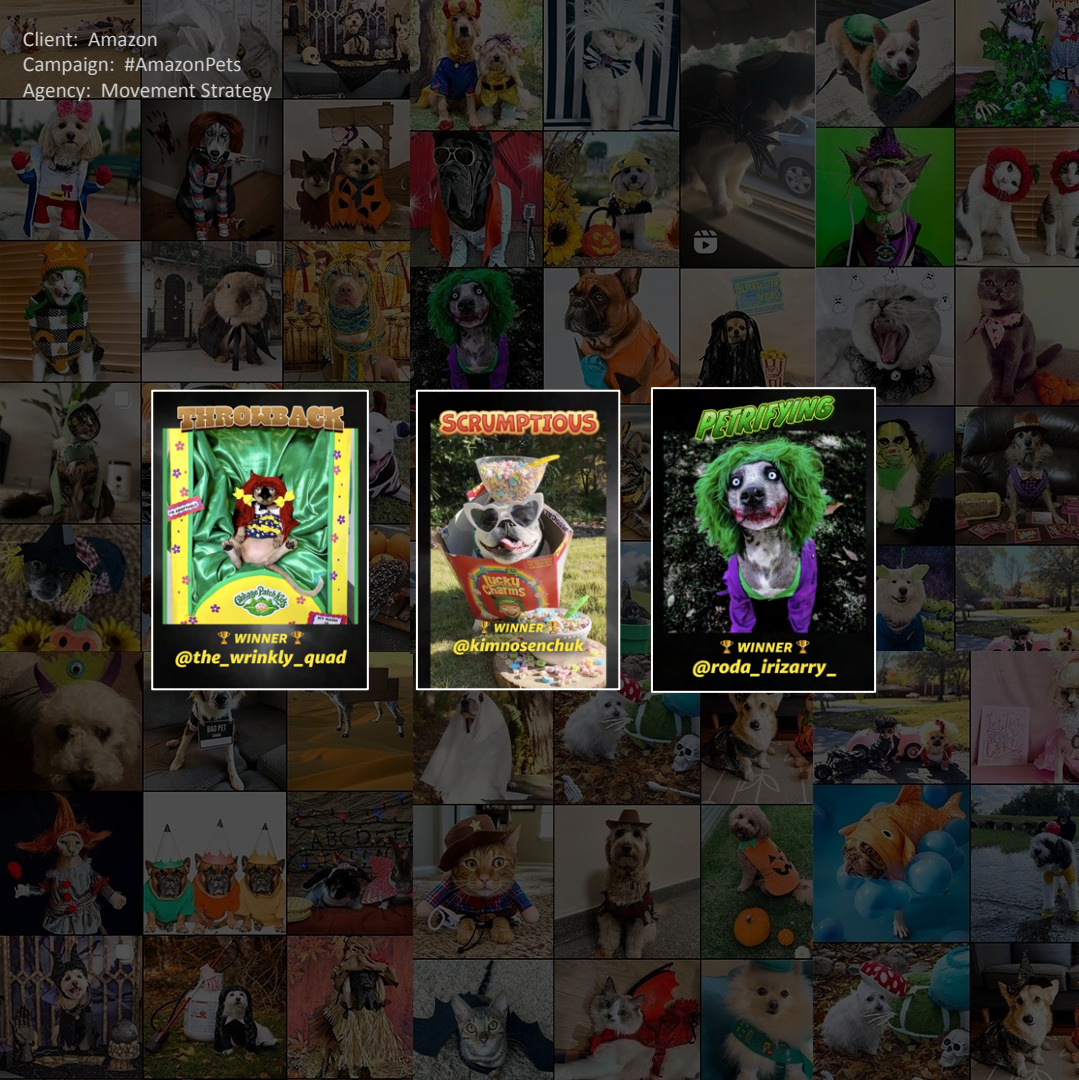
also:  
1. follow @amazonpets  
2. tag 2 friends who gotta see this  
3. upload the photo of your pet in costume  
4. use hashtag #AmazonPETrifying

Rules: The contest starts on 10/13 and ends at midnight PST on 10/24. One winner will be selected for each category based on best entry and announced on 10/31, receiving a

1,641 likes  
OCTOBER 14, 2022  
Log in to like or comment.



Client: Amazon  
Campaign: #AmazonPets  
Agency: Movement Strategy



2boujeebulldogs I AM DEAD 🤪🤪🤪 hey that was a pun!



handsome\_boo\_the\_chow Beetlejuice  
Beetlejuice  
Bee.... cause  
I wish I had cool costumes like you!  
This is so PAWSOME! Showtime indeed! 🍎🍎🍎

## 1,200+ Contest Submissions, 3 winners

Campaign exceeded expectations in contest submissions and KPI click-throughs for Amazon Pets CPG Halloween store.



calliemae19 OMG...I can't even! Oh, thank you, we needed a smile and laugh today! 🍎❤️



chubbybella 🍎🍎🍎🍎 you really bring so much joy to our day 🍎🍎🍎🍎



## The United Nations

UN STORY

### Creative Director, Development

Built and implemented a content plan for the UN department of visual communications. The 2022 roadmap consisted of a new creative development process and an organizational content structure that included video verticals, programming plans, and data based tools for publishing. Collaboratively, we launched a new Youtube Channel: UN STORY !

- + Youtube Launch
- + Strategy & Creative Development
- + Brand Guidelines
- + Resource Management
- + Channel Programming
- + Video Production



## VIDEO VERTICALS

1. SG MESSAGES
2. EXPLAINERS
3. HUMAN INTEREST STORIES
4. WORK OF THE UN



# UN STORY

# Priorities



**Climate Action**

**Fighting inequality**

**Combating misinformation**

**Sustainable Development**

**Women/Youth empowerment**

**Human Rights**

**Peace & Security**

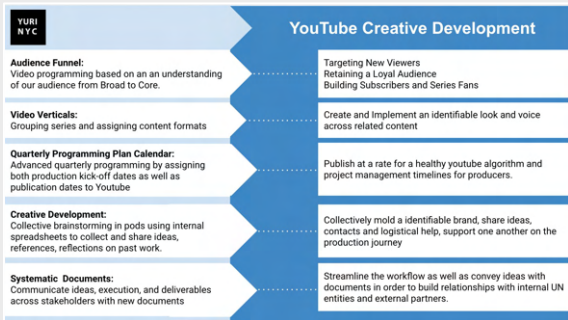
YURI  
NYC



World  
Immunization Day 2022

# UN STORY

OFFICIAL  
VIDEOS PRODUCED BY  
THE UNITED NATIONS



### Video Content Workflow



### Syndicated PGL

### Team Organization

Collaborated with senior producers to create quarterly programming plans and production calendars based on The Department of Global Communications annual event calendar. Collectively, we organized a new content workflow by establishing video verticals, producer ownership and implementing a new creative development process.

- + Programming Plan
- + Production Calendar
- + Day-to-Day Workflow

### Creative Development

Together with leadership, we built a processes that served the individual team-member posts, collective team reporting, and the editorial goals of the department. I worked closely with senior producers to develop and re-develop existing series and formats, through a Youtube first lens. The documents outlines series 'Beats', insights, core messaging, and Youtube title proposition.

- + Production Greenlight Docs
- + Creative Assignments
- + Visual Branding for New Channels and Existing Series
- + SEO optimization for series + episodes





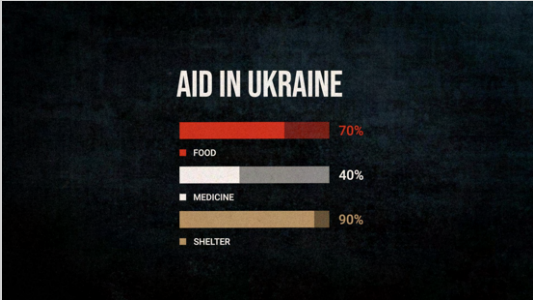
Client: United Nations

Campaign: UN STORY

Agency: Department of Global Communications

### Graphics Branding

Led producers and art directors to develop thumbnails and graphics packages for new and existing series







**ARMED REBELS  
TURN IN THEIR  
WEAPONS**

**UN STORY**



**VOLODYMYR ZELENSKY**

**UN SECRETARY GENERAL  
MEETING IN UKRAINE**

**UN STORY**

**? DO VACCINES SAVE LIVES? ?**



**1796**



**2022**

**UN STORY**

**DOES UN PEACEKEEPING WORK?**



**UN STORY**

**YURI  
NYC**



**BATCH  
TECHNOLOGIES**

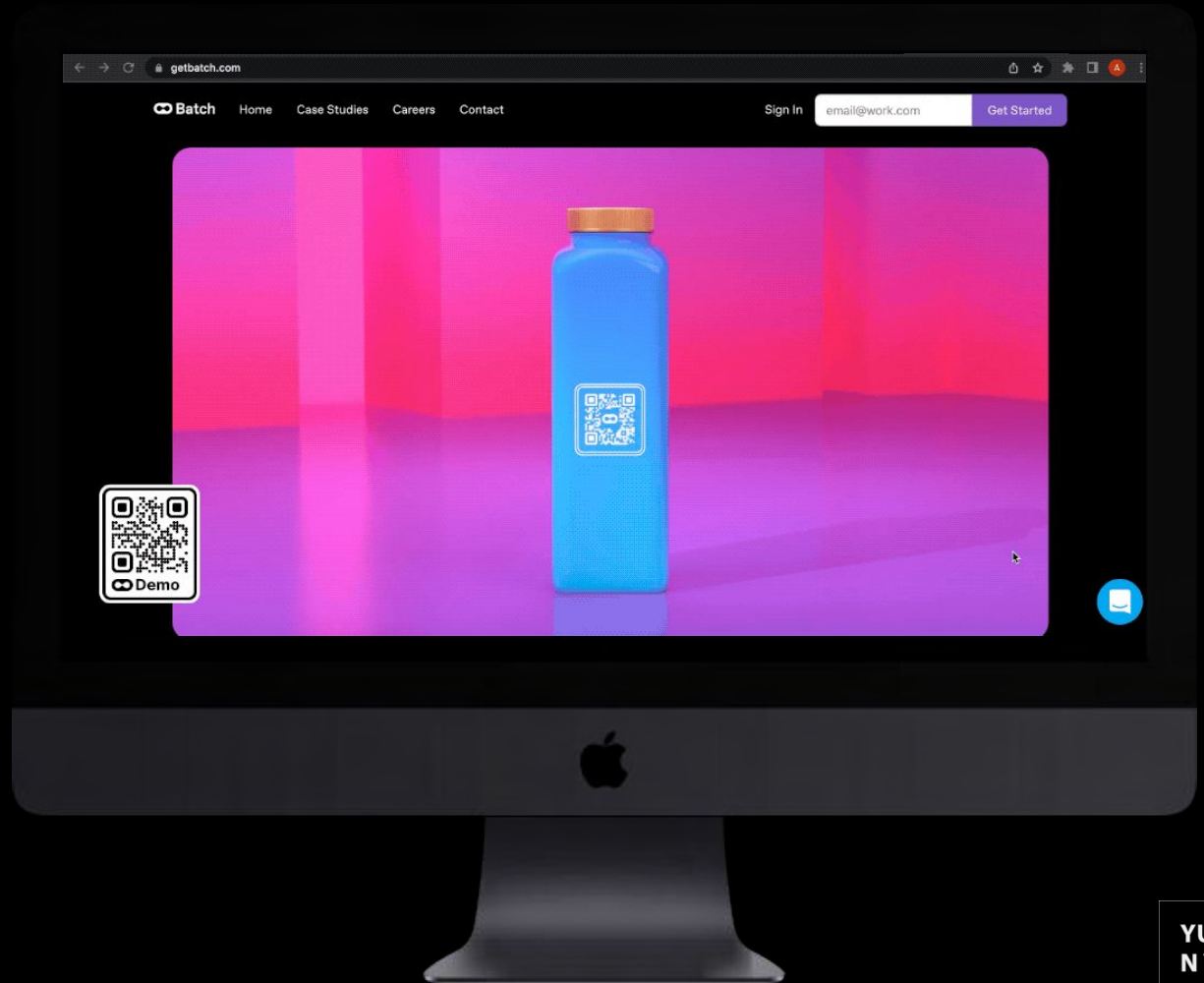


## Batch

### Creative Director / Animation Producer

Creative Direction and brand strategy for QR technology start-up. Directed and produced 3D animations that piloted QR code technology for B2B CPG business.

- + Landing Page Video
- + Live Visual Programming for concerts
- + Motion + Video Brand Strategy



Client: Batch + Instagram  
Campaign: Governors Ball Music Festival  
Agency: Yuri NYC

BACARDÍ



YURI  
NYC



## BATCH + Instagram

Governors Ball Music Festival

### Creative Director / Animation Producer

Collaborating with Governor's Ball 'Founders Entertainment', Instagram, and Batch, we piloted video technology that helped festivalgoers purchase their favorite band tee without losing their place in the crowd. The video activation drove audience members to scan a QR code and purchase merchandise. Lead execution on 30 seamless loops for festival stages.

- + 20 Interactive Animations
- + Compositing + LED Mapping
- + Purchase webflow
- + Show Programming



Client: United Nations  
Campaign: UN STORY  
Agency: Department of Global Communications





DAQRI



# DAQRI

## Art Director / Producer

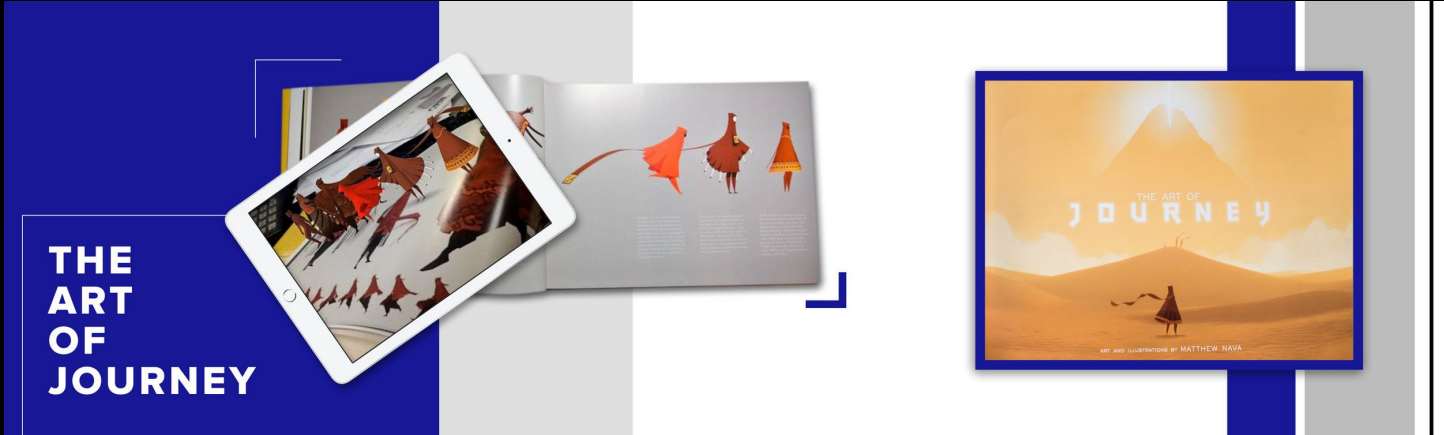
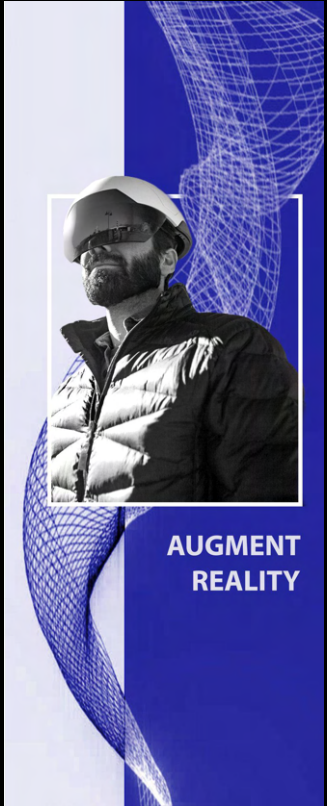
Worked in-house with AR Tech Start-Up Daqri to create a visual brand strategy across all marketing materials.

Collaborated with CMO and Production Director to produce and execute visuals for experiential activations, case studies, social video, and additional marketing materials. Worked with AOR - AKQA, external video vendors, and internal design teams.

Independently produced and directed 'case-study' animations with ABS shipping.

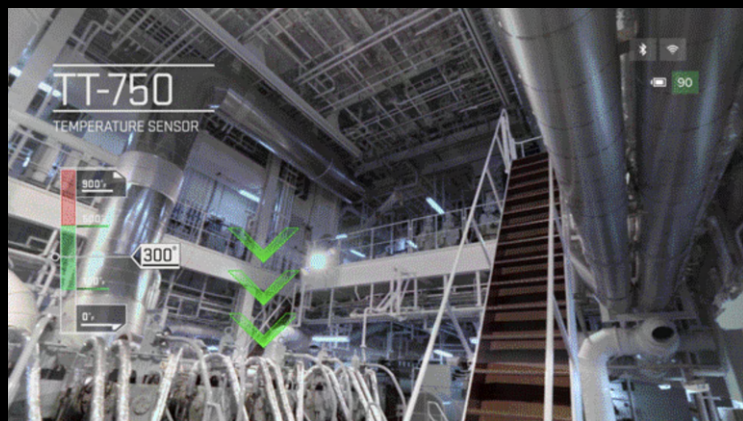
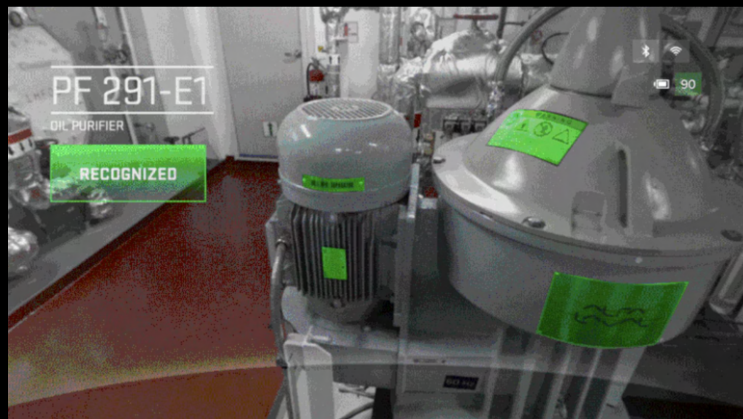
- + Visual Branding
- + Experiential Visuals
- + Case Study
- + Motion Design
- + Art Direction















Creative Director - Experiential



# Protocol Labs - IPFS Camp 2022

## IPFS Camp

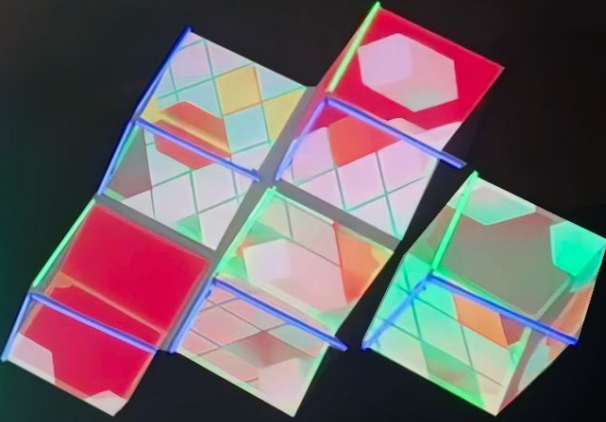
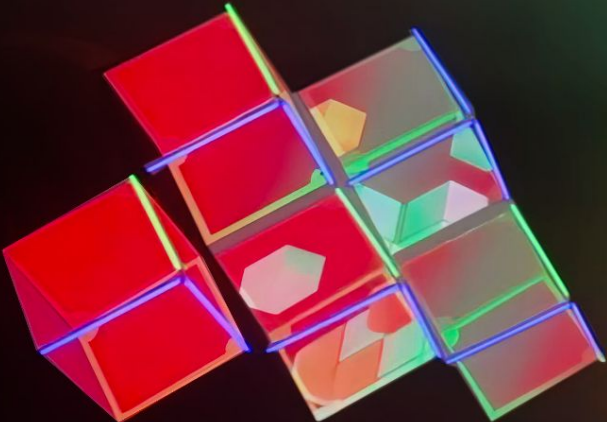
### Art Director / Producer

Worked with agency Dirt Empire to direct and produce a series of animations that were based off existing design systems and branding for Protocol Labs. Worked with animators to ideate new design concepts for the stage, based on the web3 and interconnected systems concept.

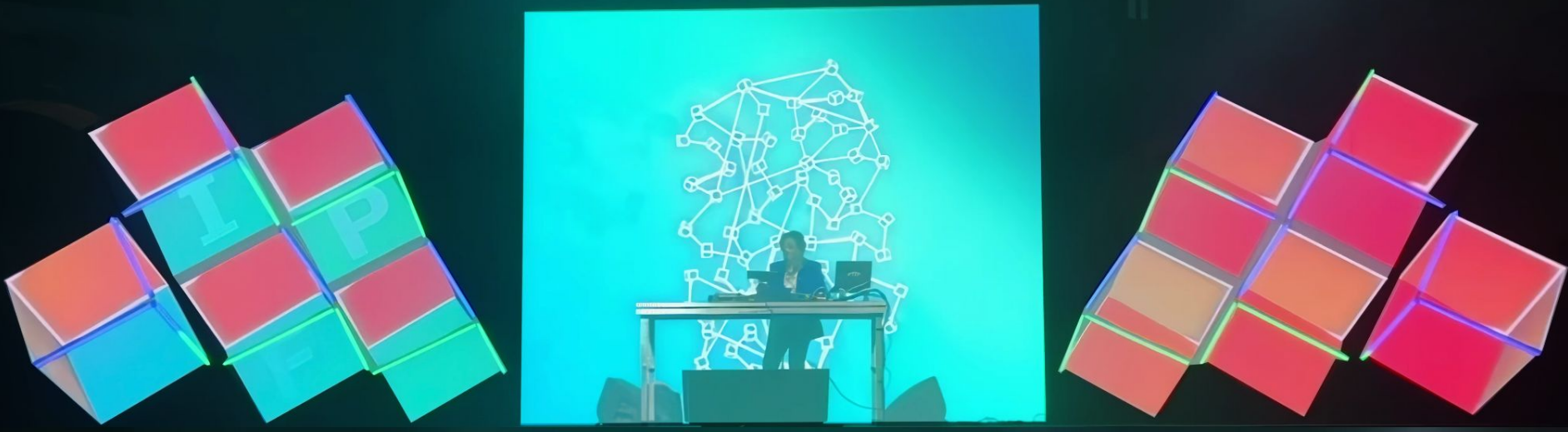
- + Creative Producing
- + 3D Animation - Art direction
- + 3D Animation - Producer
- + 2D Compositing
- + Projection Mapping



Client: Protocol Labs  
Campaign: IPFS  
Agency: Dirt Empire

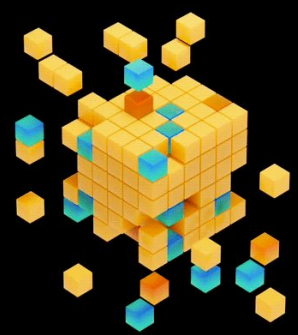
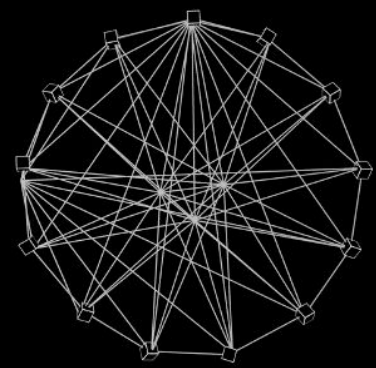
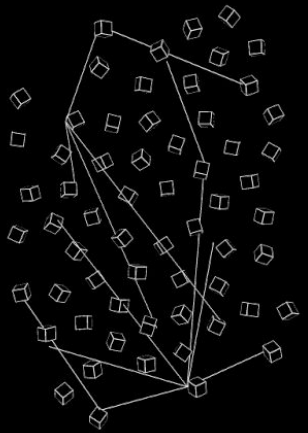
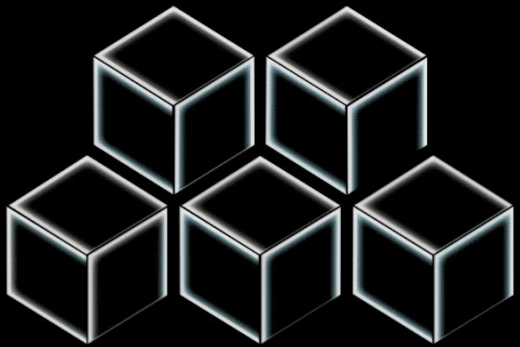


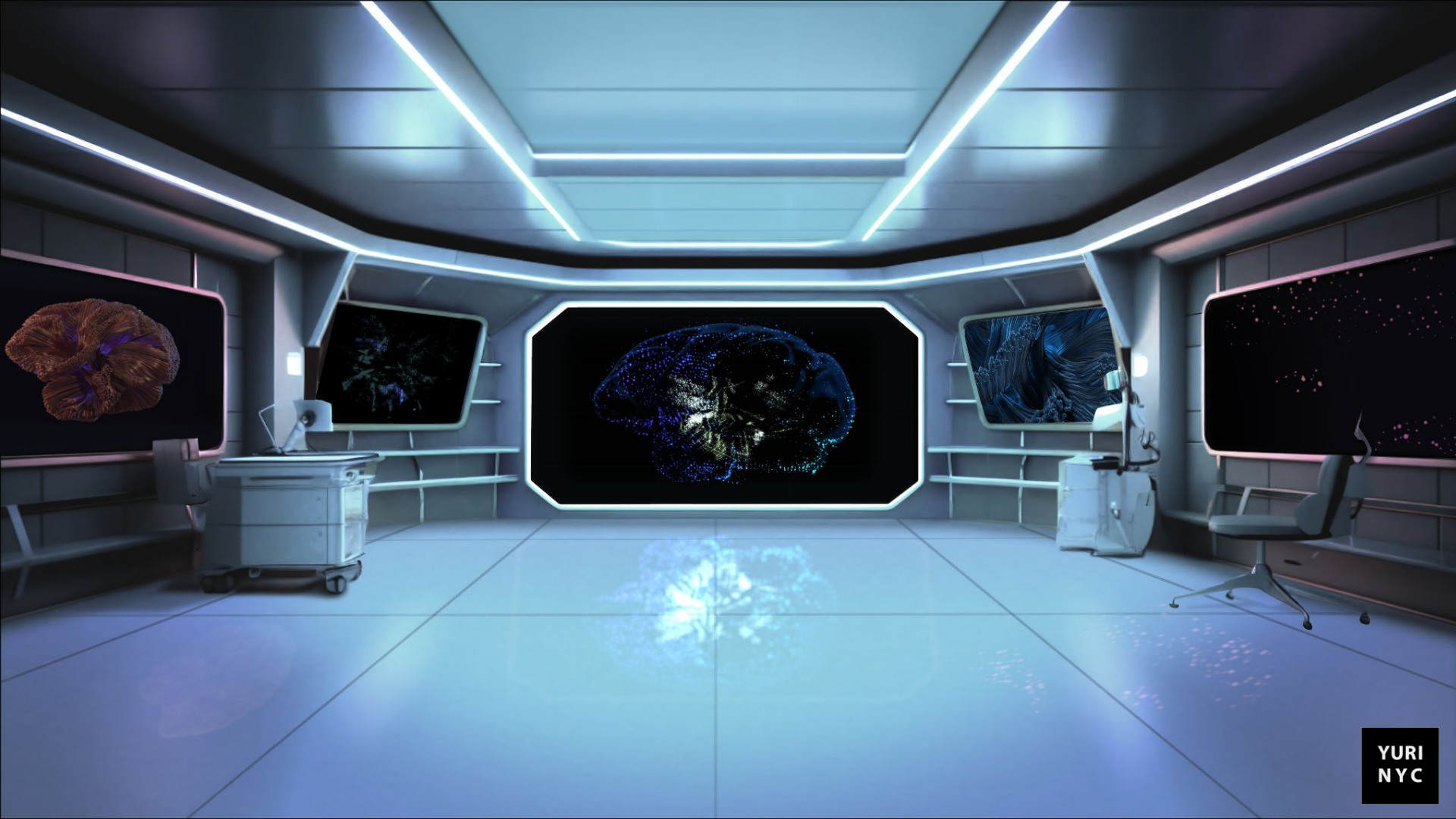
Client: Protocol Labs  
Campaign: IPFS  
Agency: Dirt Empire





Client: Protocol Labs  
Campaign: IPFS  
Agency: Dirt Empire





## Feature Film

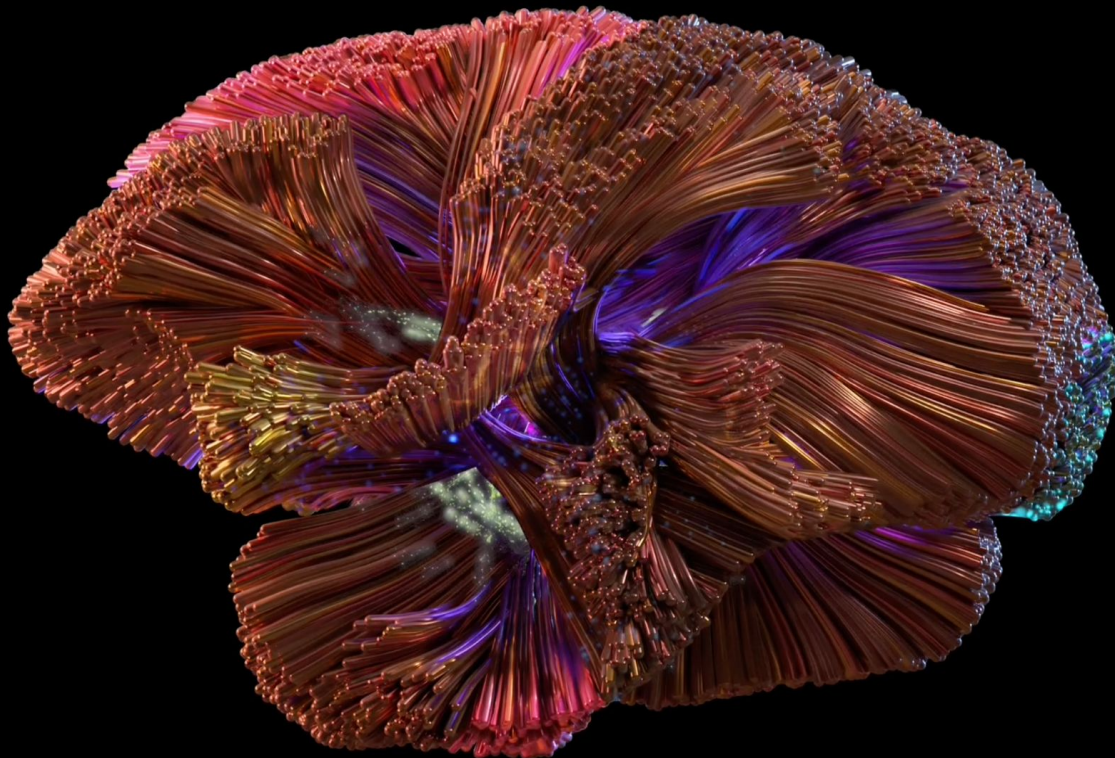
NDA

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### Creative Director / Producer

Directed & Produced 3D brain animations that were displayed in real time, as live visuals. The brain models were built by a scientific 3D artist with the help of 4 additional animators. The color and motion were based on artistic interpretations of brain 'activations' such as sense of smell, taste and sound.

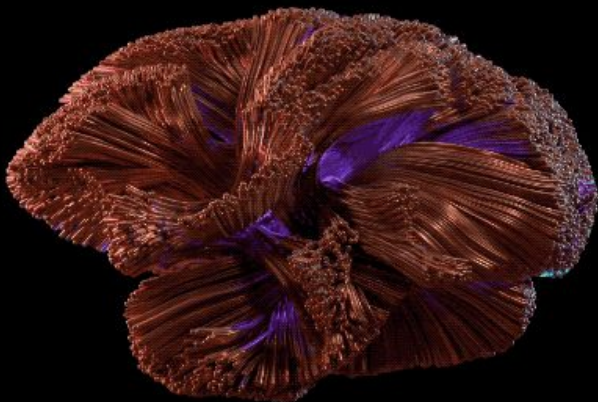
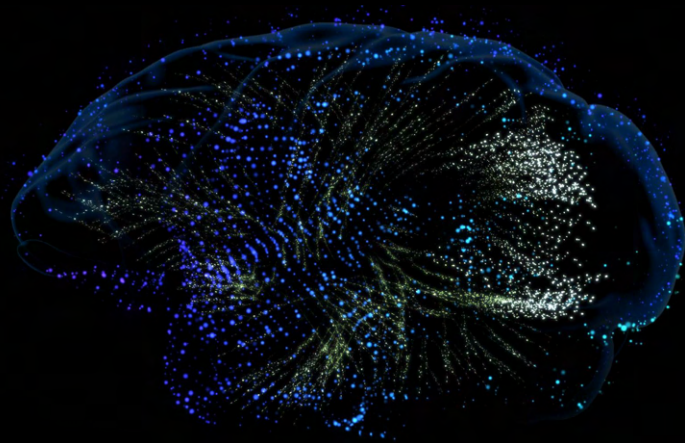
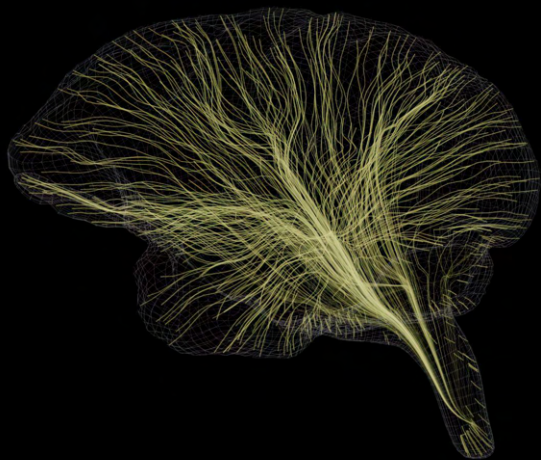
- Creative Director
- Creative Producer
- 3D Animation - Art direction
- 3D Animation - Producer
- 2D Compositing
- Projection Mapping



Annalise Yuri Murphy









Digital Video

**Conde Nast Entertainment**

YouTube Development

**Video Director , Development**

Directed, Produced, and Developed Series for Youtube Channels: Vogue, Teen Vogue, GQ, Glamour, Allure, Bon Appetit, Epicurious, Vanity Fair, Wired, & The New Yorker.

- + Youtube Launch
- + Strategy & Creative Development
- + Directing Interviews
- + Resource Management
- + Channel Programming

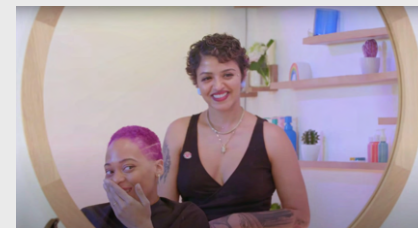
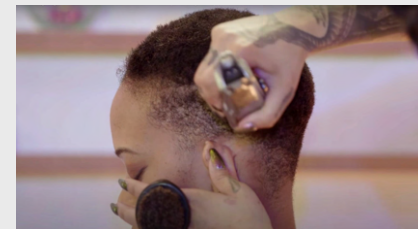






WATCH VIDEO

YURI  
NYC



WATCH VIDEO

YURI  
NYC

# Finances Overview

## November 2019

27%	Transportation	\$551
13%	Groceries	\$263
14%	Travel	\$282
11%	Work Expenses	\$205
29%	Eat / Drinks	\$582
3%	Fitness	\$70
0%	Donations	\$0
3%	Clothing	\$68



\$2,000

## May 2020

3%	Transportation	\$30
47%	Groceries	\$560
0%	Travel	\$0
0%	Work Expenses	\$0
38%	Eat / Drinks	\$466
1%	Fitness	\$10
7%	Donations	\$85
	Clothing	\$60



\$1,211



Family Account	
Mortgage	\$2,800
Phone	\$180
Cable & Internet	\$140
Car: Lease / Ins. / Gas	\$900
Utilities	\$225
Home Security	\$44
<b>Total</b>	<b>\$4,267</b>



WATCH VIDEO

YURI  
NYC





[WATCH VIDEO](#)

## History Channel

YouTube Development

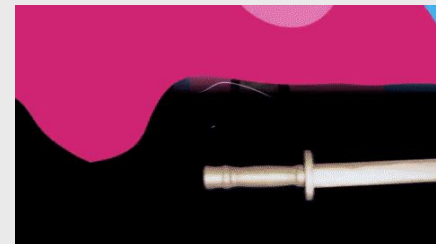
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### Creative Director

Creative director for History Channel Digital, 45th & Dean. Lead visual direction for several series including integrated productions, table-top design, animation, and expert lead projects.

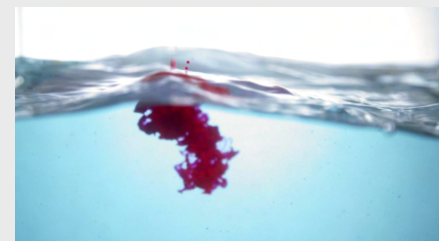
- + Video Director
- + Art Direction
- + Animation
- + Series Branding
- + Directing Interviews





WATCH VIDEO





WATCH VIDEOS

**Vox**

YouTube Development

—  
**Creative Director**

Creative director for Youtube Original - 'Glad You Asked', Pilot title 'Show Me'

- + Creative Direction
- + Show Brading
- + Visual Design
- + Production Design





**Title Sequences + Graphics Packages**



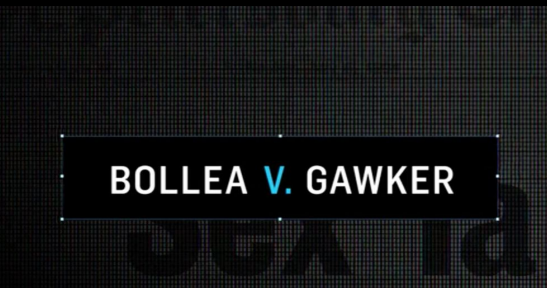




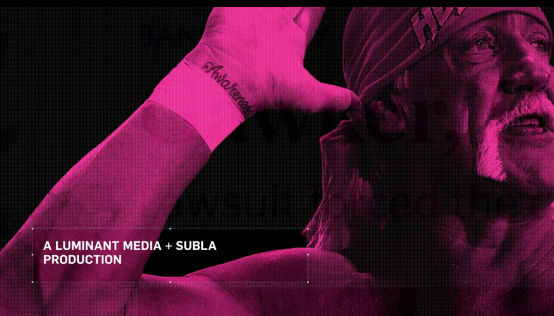
EXECUTIVE PRODUCER  
JOHN



A FILM BY  
BRIAN KNAPPENBERGER



BOLLEA V. GAWKER



A LUMINANT MEDIA + SUBLA  
PRODUCTION



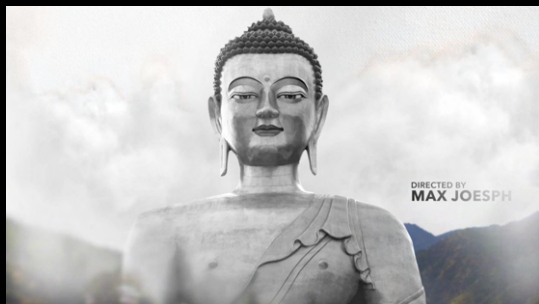
PEAK.



NOBODY SPEAK.

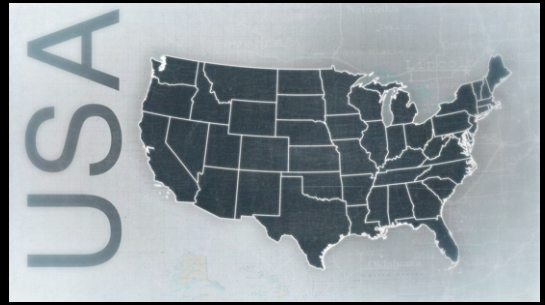
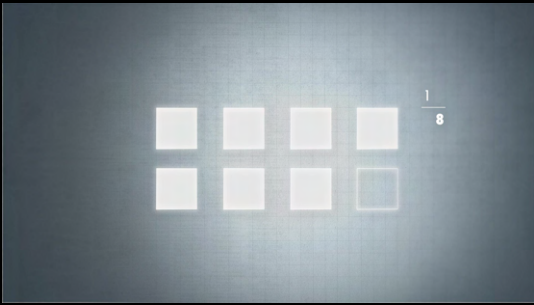
Today's Paper E-Newsletter

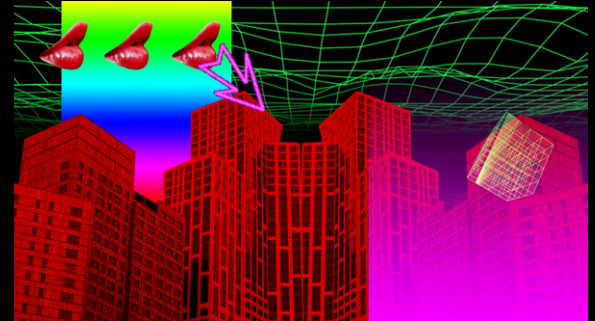




Where the Wind Blows - Title Sequence



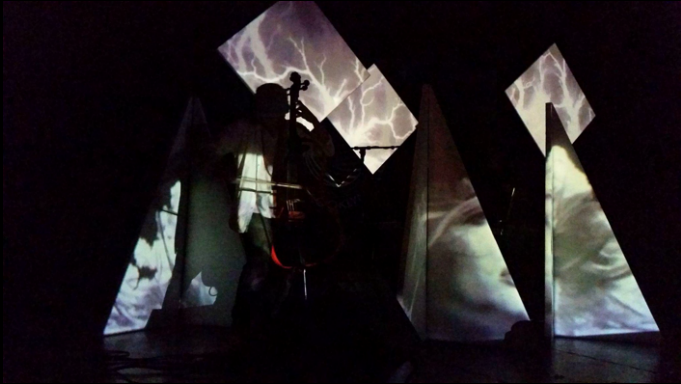
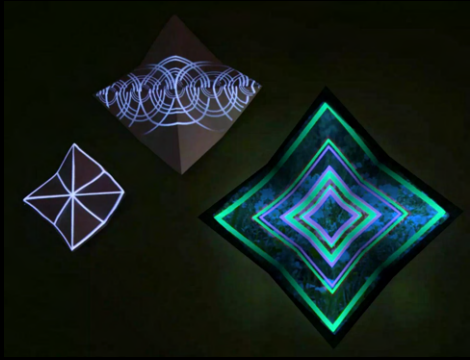


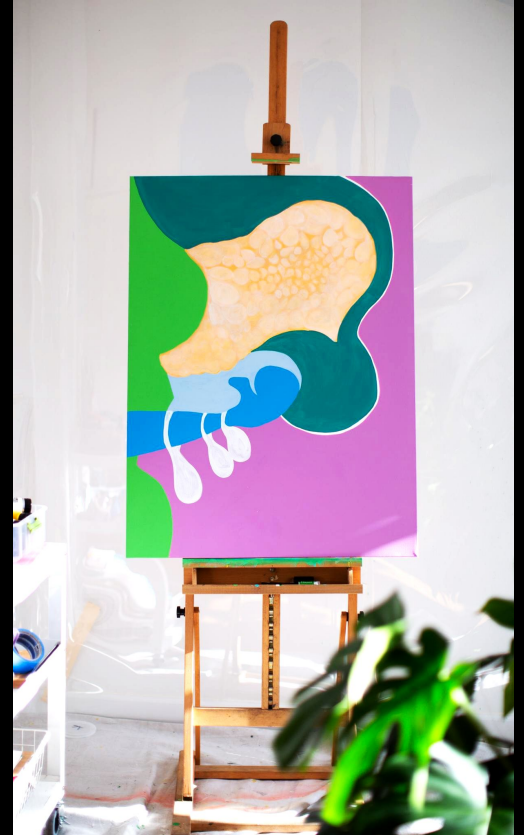
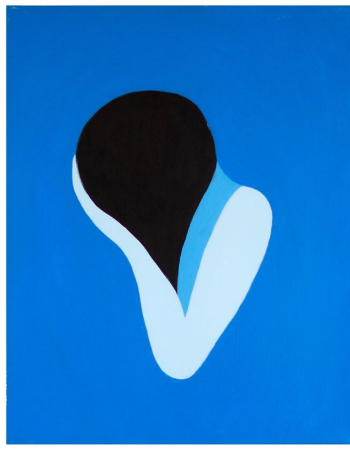
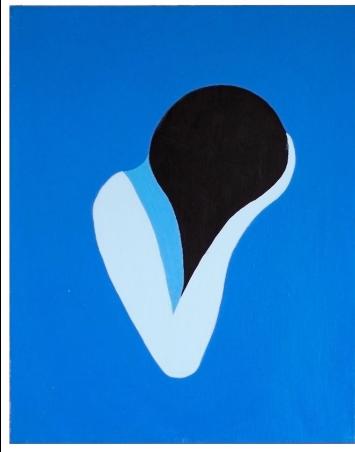


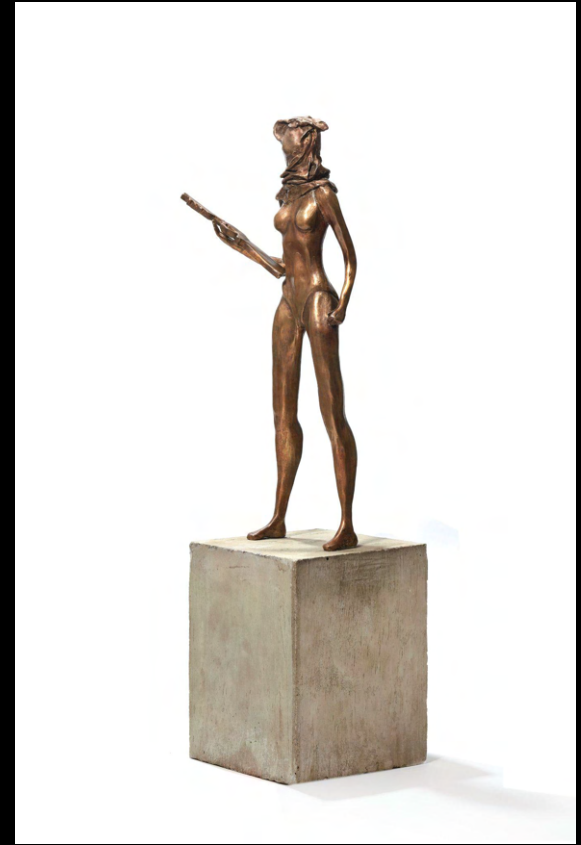


**Personal Projects**









Ladies, Ladies, Ladies - Sculpture + Photography







That's Me! ♡



## Annalise Yuri Murphy

Yuri NYC

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[www.yuriny.com](http://www.yuriny.com)



**Thank You <3**