

Maurica Hurley

For the past decade Maurica Hurley has held marketing and advertising positions with some of Southwest Florida's most prestigious corporations, publishers and agencies. A recognized expert in marketing and advertising, Maurica currently lends her skills to Shula's America's Steakhouse in the Hilton Naples as business development manager. Maurica has assisted Shula's in holding onto the coveted role as one of Naples' most beloved restaurants as well as a much sought after event destination. Her efforts have resulted in branding Shula's as the place to be for the area's most memorable public and private events.

Prior to arriving on the scene at Shula's, Maurica worked in event planning where she excelled in securing new clients and coordinating nearly 100 vendor events. Before that, she led companies like Benser Technologies and Gannett Pacific Publications to significant sales and marketing success, handling a variety of sales initiatives for multiple media brands. For Gannett, Maurica independently launched the national health brand "Your Health Monthly" magazine in the Naples market, maintaining annual sales exceeding \$360,000 during her tenure.

Maurica has also enjoyed success within the agency realm of advertising and marketing, previously serving in positions including marketing manager for AdvertisingWorks Advertising Agency, Inc., sales manager for Granton Marketing and marketing manager for Wise & Time Advertising Agency, Inc. In addition to obtaining her Bachelors of Arts Degree in communications, advertising, marketing and public relations from the University of West Florida, Maurica spent six months studying at the University of Luton in England. She lives in Naples and is active in the Chamber of Commerce, the Naples Area Professional League of Executive Services, the Convention and Visitors Bureau and a myriad of charitable organizations throughout Southwest Florida.

###