

PAUL SIEGELL

CREATIVE DIRECTOR, COPY

Philadelphia, PA

Commitments

Creative Director, Copy

Philadelphia, PA
Jul 2019 - Present

The Philadelphia Inquirer

- ABOVE & BEYOND: Central creative in surpassing 2021 digital acquisition goals; subscribers +28% over 2020 with revenue +40%
- AND... ACTION!: Scripted/storyboarded :30 OTT/CTV videos; co-directed shoots; increased retail sales +25%, new customer traffic +50%
- RADIO ACTIVE: Crafted dozens of direct response radio spots, live-reads and public address scripts; casted voice talent; directed in-studio production
- ACT NOW: Authored ~200 multichannel acquisition, retention, donation, retail campaigns
- UX FLOW: Wrote Inquirer app journey, flow; new registration UX, onsite assets, welcome email series; app win-back journey; in-app vacation hold confirmation screen, etc.
- SUPERVISOR: 2 direct reports, 16 indirect, suite of freelancers
- "BECOME AN INQUIRER": Established 190th anniversary enterprise brand strategy, identity, urgency and theme; "Because you give a damn"
- BRANDED CONTENT: Strategized, pitched, developed, presented and executed multi-platform content campaigns for local and national brands; helped surpass 2021 sales goal
- BRAND LOVE: Xfinity, CHOP, Citizens Bank, F.C. Kerbeck, Firsttrust Bank, IBC, PayPal, PECO, Philadelphia Distilling, PokerStars, TD Ameritrade, US Army, Verilife, Wawa, Wells Fargo, Zinman; 76ers, Eagles, Flyers, Phillies, Union; Drexel, Temple, UPenn, Rider, etc.

Associate Director, Copywriting

Philadelphia, PA
Apr 2018 - Jun 2019

The Philadelphia Inquirer

Senior Copywriter

Philadelphia, PA
Oct 2006 - Mar 2018

Philadelphia Media Network

Copywriter, Editor, Proofreader; Account Manager

Philadelphia, PA
Apr 2005 - Oct 2006

Munroe Creative Partners

Copywriter, Editor, Proofreader; Account Strategist
(Freelance)

Decatur, GA
Apr 2003 - Mar 2005

Prescient, Inc.

Copywriter, Editor, Proofreader; Brand Assurance

Atlanta, GA
Dec 2002 - May 2004

ZOOM180/Vertis, Inc.

Copywriter, Editor, Proofreader; Traffic Coordinator
(Freelance)

Atlanta, GA
Aug 2002 - Dec 2002

Solon Advertising & Marketing Inc.

Copywriter, Editor, Proofreader (Freelance)

Orlando, FL
Oct 2001 - Jun 2002

M2W Advertising, Inc.

Recognition

Pennsylvania's 2021-2022 Montgomery County Poet Laureate

04.2023 | American Advertising Awards – Silver ADDY

(x2): Product or Service Sales Promotion, and

Online/Interactive

04.2021 | Pennsylvania's 2021-2022 Montgomery County Poet Laureate

03.2021 | American Advertising Awards – Silver ADDY:

Newspaper Self-Promotion

03.2020 | PNA Foundation Advertising Awards – 1st: 5, 2nd: 3,

HM: 2

10.2019 | Q3 Client Strategy MVP – Above & Beyond;

Honorary Team Member

03.2019 | PNA Foundation Advertising Awards – 1st: 5, 2nd: 1,

HM: 2

04.2019 | Lenfest Publisher's Club "PEERformance

Excellence" Award

Foundation

B.S. Psychology; B.A. Creative Writing for Poetry

University of Pittsburgh

Pittsburgh, PA

Aug 1995 - Apr 2000
