

# SHAWN SIEGEL

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## SUMMARY OF QUALIFICATIONS

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- Creative leader with a passion for turning web traffic into revenue
- Able to straddle the line between business and imagination while never accepting the status quo

## PROFESSIONAL EXPERIENCE

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**BeenVerified**, New York, NY 2015-Present  
*Director of Content Marketing & Communications*

**IQPC**, New York, NY 2012-2015  
*Online Content Director*

- Managed the content marketing team and provided weekly reports to the Marketing Director
- The team generated 40% of the leads for a \$20 million revenue B2B company
- Lead “creative briefs” for IQPC US’s 100+ global business conferences
- Pushed the limits of marketing output through quality checks, competitor reports and training
- Trained marketing and production teams about web design, copy and email best practices

*Online Content Manager*

- Created and promoted content that generated 20,000 leads and \$450,000 of revenue
- Conceptualized remarkable content including infographics, videos, e-books, articles and podcasts

**CollegeHoops.net**, Teaneck, NJ 2002-2012  
*Founder & Chief Editor*

- Founded the largest independent college basketball website, visited by over 2,000,000 people per year
- Earned consistent profits by pitching & selling advertising campaigns to Ford, Sprite and other national brands
- Hired and supervised a team of 20+ freelance journalists and directed day to day business operations
- Managed the editorial process, assigned story topics, wrote headlines, created visual theme
- Wrote featured articles, interviews, and daily headlines.
- Listed 3rd on Google behind ESPN & CBS for ‘college basketball’ after extensive search engine optimization
- Negotiated partnerships with Fantasy Sports Ventures and Huffington Post
- Quoted in national news media, including ESPN.com, CNET.com, About.com, Miami Herald and more
- Recognized as an up-and-coming entrepreneur with full-length stories in:  
Bergen Record, St Louis Business Journal, STL Riverfront Times, ABA Magazine, Jewish Standard

**Freelance Sports Journalist** 2002-2007

- Wrote for magazines and websites such as Rivals.com, Scout.com, Collier’s and Hoopsworld Magazine
- Appeared on multiple radio stations as a college & NBA basketball expert

## EDUCATION

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**Washington University School of Law**  
J.D. 2007, Member of the New Jersey Bar

**Washington University in St Louis**  
B.A. 2003, Political Science & History

## MY HOME ON THE WEB

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- [EyeAmShawn.com](http://EyeAmShawn.com) – Includes a portfolio of content, spec ads and personal information