

PAUL A. JAMES

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I'm a seasoned, award-winning creative with a passion to apply my skills as a storyteller and communicator. I aim to inspire and guide fellow creatives, to elevate projects and to enliven and enrich a team, a client, and a company.

FREELANCE CREATIVE/WRITER

2017- ONGOING

Created rebranding and ongoing campaign for Ifetayo, a Brooklyn based Saturday school for children of African descent. The campaign maintained top-of-mind awareness via SM and even increased donations during Covid lockdown.

FREELANCE CREATIVE DIRECTOR - EVOKE, NEW YORK, NY

2022

- Co-creative director on Operation Good Food & Beverages health and wellness initiative. Designed and structured a 360° campaign including SM, printed elements and experiential initiatives targeting urban youth to consider healthy eating habits.

ACD/COPY & ART - SPIKE/DDB, BROOKLYN, NY

2015-2017

- Worked intimately alongside strategy on all campaigns and new business pitches to generate new approaches and insights while crafting the language of strategic presentations.
- Concept/copy for various Cadillac activations. Wrote synergistic language across platforms for cohesive messaging.
- Conceived and executed web-only campaign for Chevrolet Small Cars.
- Lead creative and concept for NYPD's Community Policing initiative campaign.

COPY/ART - GLU AGENCY, NEW YORK, NY

11/2011-1/2014

- Conceived, wrote and executed the live SXSW Mtn Dew/DEWeezy spot featuring Lil Wayne. This creative eventually became the core for several general market executions around Lil Wayne for Mtn Dew.
- Conceived, wrote and oversaw production for a series of webisodes centered around Lil Wayne, the New Orleans skateboarding community and the building of the city's first public skatepark.
- Contributed pivotal strategic thinking, conceived and executed advertising and marketing activations for the launch of Trukfit Clothing line.
- Integral member alongside strategist and senior partners in crafting new brand thinking on nearly all of GLU's new business pitches leading to several new business wins.

FREELANCE ART/COPY - SPIKE/DDB, BROOKLYN, NY

6/2010-2/2011

- Contributed key strategic insight and co-created the advertising campaign announcing the opening of the Martin Luther King Memorial in Washington DC. Created print ads for the The Table of Brotherhood program connected to the memorial's opening. The Table of Brotherhood toured nationally, creating buzz and opening genuine conversations on race, gender and equality issues across the country.
- Contributed strategic input and creative on all new business.

ACD/ART - UNIWORLD GROUP, NEW YORK, NY

10/1999-5/2008

- Conceived and executed Lincoln's first three minute commercial from which three separate commercials were cut.
- Conceived and executed first urban-targeted online initiative for Lincoln vehicles. Interfaced with Lincoln senior marketing on all presentations.
- Introduced new creative direction to national Lincoln Dealers. Due to the success of prior executions, agency budgets and media buys were increased. 2008 Urban Wheels Award Winner: Lincoln "MadCrazyLove."
- Conceived and executed campaigns and ads for several brands including Pepsi and Burger King.