



Tiffanie Jan Lee

Creative Director
Leading Global Teams from NYC

tiffaniejanlee.com
linkedin.com/in/tiffaniejanlee/
workingnotworking.com/32567-tiffanie
leetiffaniejan@gmail.com +1 626.272.9167

about

I specialize in both concepting global platforms and bringing them to life through strategic integrated campaigns. From the big picture to the smallest details, I infuse every step of the journey with creative that is high concept, high craft and high performing. I believe that when you collapse the traditional funnel, like a ship folding time and space, there's nowhere that creative can't go.

experience

Creative Director
Monks
New York City (2024 - current)

Associate Creative Director
Monks
New York City (2021 - 2024)

Associate Creative Director
MRM, McCann World Group
New York City (2018 - 2021)

Senior Copywriter
Proximity, BBDO Worldwide
New York City (2016 - 2018)

Freelance Senior Copywriter
Warner Bros.
New York City (2012 - 2016)

Senior Copywriter
Adcetera
Houston (2015 - 2016)

m.o.

digital is table stakes.
no tech for the sake of tech.

tell the emotional truth.
learn the rules and break them.

if we fail, it's on me.
if we win, it's all you.

Freelance Senior Copywriter
The Home Depot
Houston (2015)

Freelance Music Writer
LA Weekly
Los Angeles (2013 - 2014)

Staff Writer
USC
Los Angeles (2012 - 2013)

Project Manager
Forever 21 HQ
Los Angeles (2009 - 2012)

Freelance Entertainment Writer
Mixr Media
Los Angeles (2008)

education

UCLA
B.A., English
Los Angeles (2008)

The Getty Museum
Curatorial Studies
Research Intern
Los Angeles (2006)

clients

ADT, Amazon, Autodesk, Aviation Gin, BIC, Beam Suntory, Belkin, Cadbury, Chips Ahoy!, Chivas Regal, Cigna, Coca-Cola, Crystal Cruises, Diageo, Enfamil, General Motors, Grey Goose, HBO, HSBC, Halls, Hewlett-Packard, Home Depot, Honeywell, Johnnie Walker, L'Oréal, Linksys, Lysol, Maker's Mark, Memorial Sloan Kettering, Microsoft, Mondelez International, NYX, Nike, OREO, P&G, Pernod Ricard, Pinterest, Reckitt Benckiser Group, Ring, Ritual, Roloids, Rolling Stones, Sam's Club, Sanofi, Sony, Sour Patch Kids, Sport Chalet, Strava, Sysco, Toblerone, Urban Decay, Walmart, Warner Brothers, WeWork — and You

i'm good at

Adobe C.S.	Manifestos
A.I. innovations	Pitching
Another way in	Presenting
Big ideas	Product dev
Client relationships	Project mgmt
Case studies	Prototyping
Concepting	Rallying troops
Copywriting	Scripting
Creating culture	Shoots
Creative direction	Storyboarding
CRM	Storytelling
Early Adoption	Strategy
Figma	Teaching

awards

Cannes Shortlist 2021
AdStars Bronze + Silver 2021
Silver Addy 2018
Gold Addy 2015

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