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TIFFANIE JAN LEE

T

INTEGRATED CREATIVE DIRECTOR BASED IN NYC

A STORYTELLER AT HEART, I SPECIALIZE IN CONCEPTING, STRATEGIZING, DEVELOPING, INTEGRATING, AND SELLING IN LANDMARK CREATIVE. FROM THE BIG PICTURE TO THE SMALLEST DETAIL, I INFUSE EVERY STEP OF THE JOURNEY WITH A UNIQUE VISION THAT IS HIGH CONCEPT, HIGH CRAFT, AND HIGH PERFORMANCE. THE WORK WITH ME AT THE HELM IS LIKE A SHIP FOLDING SPACE AND TIME – THERE'S NOWHERE WE CAN'T GO.

I'M GOOD AT

- ADOBE
- ANOTHER WAY IN
- BEING SOCIAL FIRST
- BIG IDEAS
- BUILDING BRANDS
- BUILDING TEAMS
- CASE STUDIES
- CLIENT WHISPERING
- CONCEPTING
- COPYWRITING
- CREATING CULTURE
- DIFFUSING PROBLEMS
- DIRECTING ART AND COPY
- EARLY ADOPTION
- FIGMA
- LANDING NEW BIZ
- MANIFESTOS
- MENTORING
- PITCHING
- PRESENTING
- PRODUCT DEV
- PROJECT MGMT
- PROTOTYPING
- RALLYING TROOPS
- READING THE ROOM
- SCRIPTS
- SHOOTS
- STORYBOARDING
- STORYTELLING
- ET CETERA

I LEARN

UCLA BACHELOR OF ARTS (ENGLISH LITERATURE), 2008

THE GETTY MUSEUM CURATORIAL RESEARCH INTERN, 2006

I TEACH

THE WORKSHOP, 2023 & 2024

AAF MOST PROMISING STUDENT, 2025 & 2026

EXPERIENCE

CREATIVE DIRECTOR 2024
DENTSU CREATIVE, NYC - 2026

AS A KEY AND FOUNDING MEMBER OF THE ADOBE ACCOUNT, I ENSURED CREATIVE EXCELLENCE, CONCEPTUAL RIGOR, AND STRATEGIC VISION – WHILE BUILDING SUCCESSFUL CLIENT RELATIONSHIPS ACROSS PRODUCTS AND PARTNERSHIPS.

ACD PROMOTED TO CREATIVE DIRECTOR 2021
MONKS, NYC - 2024

I WAS A NEW BUSINESS PITCH MACHINE – TURNING BOTH INCREMENTAL AND RETAINER RFPS INTO REAL RESULTS FOR GLOBAL BRANDS ACROSS ALCOHOL & SPIRITS, BEAUTY, LIFESTYLE, SPORTS, TECH, AND MORE.

SENIOR COPYWRITER PROMOTED TO ACD 2018
MRM/MCCANN WORLD GROUP, NYC - 2021

LEAD WRITER ON A BEVY OF VERTICALS, LIKE BEAUTY, FOOD & BEVERAGE, HEALTHCARE, SECURITY, PERSONAL CARE, TECH, TRAVEL & LEISURE. CANNES LIONS 2021 SHORTLIST, AD STARS 2021 2X SILVER 1X BRONZE, MCCANN WORLD GROUP TIKTOK COMPETITION SHORTLIST

SENIOR COPYWRITER 2012
PROXIMITY/BBDO, NYC - 2026

LEAD WRITER ON EXXONMOBIL B2B (IN PARTNERSHIP WITH BBDO DIGITAL) ON MULTIPLE LINES OF BUSINESS, INCLUDING CHEMICAL. SILVER ADDY 2018.

FREELANCE SENIOR COPYWRITER 2012
WARNER BROS. DIGITAL LABS, NYC - 2016

WROTE TV AND FILM SYNOPSES FOR DRAMAFEVER, THE LARGEST ONLINE STREAMER FOR THE MOST POPULAR TELEVISED CONTENT IN THE WORLD, WITH AN ESTIMATED 3.5 MILLION MONTHLY VIEWERS.

SENIOR COPYWRITER 2015
ADCETERA, HOUSTON - 2016

CONCEPTED ORIGINAL CONTENT FOR HP, BELKIN, SYSCO, AND MEMORIAL HERMANN HOSPITAL. GOLD ADDY 2015.

FREELANCE SENIOR COPYWRITER 2015
THE HOME DEPOT/BLINDS.COM, HOUSTON

FREELANCE MUSIC WRITER 2013
THE LA WEEKLY, LOS ANGELES - 2014

STAFF WRITER 2012
USC, LOS ANGELES - 2013

PROJECT MANAGER 2009
FOREVER 21 CORPORATE, LOS ANGELES - 2012

FREELANCE ENTERTAINMENT WRITER 2008
MIXR MEDIA, LOS ANGELES

CLIENTS I'VE WORKED WITH

ADT, ADOBE, 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'OREAL, LINKSYS, LYSOL, MAKER'S MARK, MEMORIAL SLOAN KETTERING, MICROSOFT, MONDELEZ INTERNATIONAL, NYX, NIKE, OREO, P&G, PERNOUD RICARD, PINTEREST, RECKITT BENCKISER GROUP, RING, RITUAL, ROLAIDS, ROLLING STONES, SAM'S CLUB, SANOFI, SONY, SOUR PATCH KIDS, SPORT CHALET, STRAVA, SYSCO, TOBLERONE, URBAN DECAY, WALMART, WARNER BROTHERS, WEWORK – AND EVENTUALLY YOU!