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TIFFANIEJANLEE.COM

TIFFANIE JAN LEE

INTEGRATED CREATIVE DIRECTOR IN NYC

VISIONARY CREATIVE.
INTEGRATED PARTNER.
LYRICAL WRITER.
NATURAL LEADER.
OLD FRIEND.
NEW FRIEND.
A WILL.
A WAY.

So, how can I help you today?

Aggro deadlines? Have no fear.
Impossible brief? We've got this.
Low morale? Let's have a laugh.

From leading concept development to production and delivery, my imprint is tangible and far reaching: Ensuring creative excellence, encouraging cross-functional relationships, mentoring creatives, presenting to near-ancient strata of stakeholders, and leading through example from the trenches to the war room.

The foundation of my career is copywriting, but I'm often considered an art director and a creative strategist because I feel equally at home pushing pixels in Figma and unlocking insights that strike emotional chords. I'm the writer who crafts impassioned manifestos and scripts, while curating swipes and storyboards, going for the strategic kill, tinkering with new doodads, and going on site visits with my measuring tape in hand.

And while I've collected holding companies like infinity stones, at heart I'm an indie kid (also in the let's-relive-our-2000s-indie-music-scene-but-like-proper-elder-millennials-standing-at-the-back-of-the-reunion-concerts kind of way). In other words, my business acumen has only sharpened my creative edge.

That's why I've managed to carve a unique path throughout large organizations to create everything under the sun, including rebrands, experiential activations, social-first creative, OTT, performance content, an actual AI before AI was a thing pre-2020, and more. Not to mention (but also mentioning) landing actual millions in new business with some of the world's biggest brands.

Above all else, my unique station affords me the pleasure of collaborating with so many people at once: from lone wolves to packs, we are all howling at the same moon. And if you feel the same, then this could be the start of something new, something fun, and something great.

Let's get to it,

Tiff

P!S!A!

Emerging technology and AI are table stakes to me – and that's been a through-line from co-creating with Lab13 and jamming at the Monks to creatively leading as Adobe's customer zero at Dentsu Creative. No fear, just curiosity. But I do not tech for the sake of tech: ideas, craft, and taste will always reign supreme.

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A STORYTELLER AT HEART, I SPECIALIZE IN CONCEPTING, STRATEGIZING, DEVELOPING, AND INTEGRATING IDEAS ROOTED IN CULTURE.

FROM THE BIGGEST PICTURE TO THE SMALLEST DETAIL, I INFUSE EVERY STEP OF THE JOURNEY WITH A UNIQUE CREATIVE VISION THAT IS HIGH CONCEPT, HIGH CRAFT, AND HIGH PERFORMANCE.

AT THE HELM OR IN THE CREW, I TREAT THE WORK AS A SHIP FOLDING SPACE AND TIME: LET'S GO ANYWHERE AND EVERYWHERE.

LEARNER

UCLA BACHELOR OF
ARTS, ENGLISH
LITERATURE, 2008

THE GETTY MUSEUM
CURATORIAL RESEARCH
INTERN, 2006

TEACHER

THE WORKSHOP,
2023 AND 2024

AAF MPS COACH
2025 AND 2026

INTERN MANAGER

AND DOER

BRANDS I'VE HELPED GROW: 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 DÉPOT, HONEYWELL, JOHNNIE WALKER, L'OREAL, LINKSYS, LYSOL, MAKER'S MARK, MEMORIAL SLOAN KETTERING, MICROSOFT, MONDELEZ INTERNATIONAL, NYX, NIKE, OREO, P&G, PERNOD RICARD, PINTEREST, RECKITT BENCKISER GROUP, RING, RITUAL, ROLAIDS, ROLLING STONES, SAM'S CLUB, SANOFI, SONY, SOUR PATCH KIDS, SPORT CHALET, STARBUCKS, STRAVA, SYSCO, TOBLERONE, URBAN DECAY, WALMART, WARNER BROTHERS, WEWORK

ADOBE ANOTHER WAY IN BEING SOCIAL FIRST BIG IDEAS

BUILDING BRANDS BUILDING TEAMS CASE STUDIES

CLIENT WHISPERING COAXING CONCEPTING COPYWRITING

CRUNCH TIME CRUNCHING TIME DIFFUSING PROBLEMS

DIRECTING ART/COPY/VIDEO DIVINING BRIEFS EARLY ADOPTION

ELEVATING THE WORK FIGMA HAVING A LAUGH

HOLDING FEET TO FIRE LANDING NEW BIZ MAKING IT FUN

MANAGING REALLY BIG TEAMS MAKING THE MOST OUT OF SMALL ONES

MANIFESTOS MENTORING PITCHING PRESENTING PRODUCT DEV

PROJECT MANAGEMENT RALLYING TROOPS READING THE ROOM

SCRIPTS SHOOTS STARSHOOTING STORYBOARDING STORYTELLING

EXPERIENCE

FREELANCE CREATIVE DIRECTOR, PITCH PRINCESS NOW
PUBLICIS (GROWTH: TAXACT, L'OREAL, COCA-COLA, ALDI), CONSCIOUS MINDS (STARBUCKS)

CREATIVE DIRECTOR 2024
DENTSU CREATIVE, NYC - 2026

AS A FOUNDING MEMBER OF THE ADOBE RETAINER, I SET THE ACCOUNT BENCHMARK FOR CREATIVE, PROCESS, AND SUCCESS - ENSURING CREATIVE EXCELLENCE, CONCEPTUAL RIGOR, AND STRATEGIC VISION ACROSS A VARIETY OF 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 WORK AND RESULTS FOR 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 2016
PROXIMITY/BBDO, NYC - 2018

LEAD WRITER ON EXXONMOBIL B2B (IN PARTNERSHIP WITH BBDO) ON MULTIPLE VERTICALS. INCLUDING CHEMICAL. SILVER ADDY 2018.

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

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

SENIOR COPYWRITER 2015
ADCETERA, HOUSTON - 2016

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

FREELANCE SENIOR COPYWRITER 2013
SPORTS CHALET, ACADEMY SPORTS + OUTDOORS, - 2015
THE HOME DEPOT/BLINDS.COM

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

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KIND WORDS FROM
KIND PEOPLE 🙌

You are the type of leader that people would go to war for.
They have your back because they know you have theirs.

JOE VOLPECELLI, GROUP CREATIVE DIRECTOR AT DENTSU CREATIVE (PRUDENTIAL, DEUTSCH LA, BBDO, GREY)

I worked with Tiffanie on a few big global projects. She has a rare ability to create work in many voices while keeping the concept of an idea simple and bold. The other super power of hers is to remain calm and extremely positive in any and all situations. In my humble opinion she is a great leader and an inspiration.

JOHN NORMAN CCO AT JNO CREATIVE LLC (TRANSLATION, W+K AMSTERDAM, GS&P, TBWA CHIAT LA, MARTIN AGENCY, NIKE DESIGN)

Tiff is a rare breed of creative. Not only able to bring bold, big picture thinking but also able to fully flesh out all the detail and see it through every stage. As a fellow wordsmith, I am often blown away by her prose. Insightful, thoughtful, and always wonderfully modern and unexpected. Her cultural awareness and discerning take on briefs always leads to a great place and she brings out the best across the team, with a natural ability to inspire in all directions. Tiff's inclusive, open approach - brings everyone on the journey, and her client presentation skills are seriously on point. Whilst Tiff is a seriously gifted writer, she also has her finger on the pulse aesthetically (plus secret design skills) and her knowledge of media and platforms makes her an all round star player on any project. Tiff is a true pleasure to work with.

JO WALLACE, GLOBAL ECD AT JELLYFISH (MONKS, WUNDERMAN THOMPSON, PUBLICIS, DRAFT FCB, A QUIET STORM)

Tiff has truly been an exceptional manager during my time working with her. She has not only instilled in me a strong work ethic, but she's also been a wonderful mentor in teaching me the ins and outs of professionalism when it comes to interacting with clients and collaborating with teams. However, what sets Tiff apart is her incredible ability to make the workplace a fun and charismatic environment. She has this remarkable way of bringing positive energy into a room and brightening everyone's day. Beyond her leadership skills, she's a creative genius, particularly with her detailed and purposeful written work. Her words have a unique power to captivate not just clients but also our entire team, bringing ideas to life in a way that's inspiring. I can't express enough how thankful I am for the opportunity to work with Tiff and for the invaluable mentorship she has provided.

NANI RIOS, SENIOR CREATIVE DESIGNER AT GISOU (MONKS)