

# TIFFANIE JAN LEE

ASSOCIATE CREATIVE ~~DIRECTOR~~ DISRUPTOR  
BASED IN NEW YORK CITY

## ABOUT

From conceptualing and copywriting to conversational AI design and beyond, I'm a purpose-driven creative that treats societal challenges as business challenges. My through-the-line experience includes agencies, in-house, media and marcomm – making me an odd, if not rare, bird.

## CONTACT

[Website](#)  
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## TL;DR

My medium is technology. Short or long, I keep it in fine form. Language is my dress of thought.

## EXPERIENCE

Associate Creative Director  
McCann World Group, NYC (2018 - current)

Senior Copywriter  
BBDO Worldwide, NYC (2016 - 2018)

Freelance Senior Copywriter  
Warner Bros., NYC (2012 - 2016)

Senior Copywriter  
Adcetera Agency, Houston (2015 - 2016)

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)

Getty Museum  
Curatorial Studies  
Research Intern  
Los Angeles (2006)

## AWARDS

Cannes Shortlist 2021  
Silver Addy 2018  
Gold Addy 2015

## LANGUAGES

Native English  
Fluent Mandarin

## IMAGINARIUM

Adobe C.S.  
A.I.  
Big Ideas  
Case Studies  
Chat Bots  
Concepting  
Copywriting  
Creative Direction  
C.R.M.  
Emerging Tech  
Digital Strategy  
Interviews  
Journalism

Omnichannel  
Presenting  
Product Development  
Project Management  
Prototyping  
Scripting  
Shoots  
Short Form  
Social  
Solving Problems  
Storyboarding  
Storytelling  
Videos

## CLIENTS

ADT, Belkin, Cigna, Coca-Cola, Crystal Cruises, Enfamil, ExxonMobil, General Motors, Hewlett-Packard, High Fashion Home, Honeywell, LA Weekly, Linksys, L'Oréal, Lysol, Memorial Sloan Kettering, Reckitt Benckiser Group, Rolling Stones, Sanofi, Sport Chalet, Sysco, the Home Depot, Urban Decay, Warner Brothers – and You

