



tiffanie jan lee

associate creative director
based in new york city

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about

From concepting and copywriting to conversational A.I. design and beyond, I'm a culture-shaping and 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.

experience

Associate Creative Director
Media.Monks
New York City (2021 - current)

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)

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)

awards

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

languages

Native English
Fluent Mandarin

education

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

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

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.

clients

ADT, Belkin, BIC, Cadbury, Chips Ahoy!, Cigna, Coca-Cola, Crystal Cruises, Enfamil, General Motors, Halls, Hewlett-Packard, High Fashion Home, Home Depot, Honeywell, LA Weekly, Linksys, L'Oréal, Lysol, Memorial Sloan Kettering, Microsoft, Mondelez International, OREO, Reckitt Benckiser Group, Rolling Stones, Sanofi, Sour Patch Kids, Sport Chalet, Sysco, Toblerone, Urban Decay, Walmart, Warner Brothers — and You

i'm good at

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