



**Tiffanni Spann**  
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**a mixed bag of awesome**

**Foxley** Executive Creative Director/Owner

Mar 2014 - Present

As an ECD, I craft innovative creative strategies through strategic brand partnerships. I create modern brand stories that captivate through eye-catching content and experiences. I excel working with brands that value risk-taking and forward-thinking collaborations.

**Mediabrand Content Studio** Group Creative Director

August '22 to June 2023 NYC

Spearheaded J&J wellness brand campaigns, showcasing strategic leadership in managing brands such as Aveeno, Zyrtec, Acuvue, and Neutrogena. Fostered a culture of collaboration among internal and external agency teams, serving as a thought leader and mentor. Coordinated efforts with the broader content/media IPG Media community, further emphasizing my role as a department leader.

**TBWA World** Global Creative Director

December '19 to August 2022 NYC

As the key decision-maker and mentor for the creative process across global markets for Nissan United, ensured the central creative unit for Nissan maintained its vision and high-quality output. Leveraged leadership skills to provide creative approval, guidance, and mentorship, driving the Nissan brand's vision. Played a pivotal role in steering the account to incorporate Precision Marketing from a creative standpoint, showcasing effective departmental leadership.

**Publicis** Associate Creative Director

March '18 to December '19 NYC

Held the reins of design concept development for Department W, leading the unified creative team for Walmart. Managed and mentored teams in art direction, copywriting, and design across all mediums, such as mobile, TV, out-of-home, events, and social, nurturing talent and promoting departmental growth.

**UWG** Associate Creative Director

March '17 to March '18 NYC

Directed and managed multicultural marketing campaigns for high-profile brands including Ford, Lincoln, Home Depot, Disney, and the US Marine Corps. Demonstrated leadership by mentoring teams in the development and execution of diverse, impactful campaigns, strengthening the department's capabilities and efficiency.

**CDMi Connect/Patients & Purpose** Associate Creative Director

March '15 to March '17 NYC

Functioned as the pharma creative lead for a portfolio of pharmaceutical brands across all mediums. Displayed strong leadership and mentorship in managing projects ranging from mobile app design and website design to out-of-home advertising, events, and marketing materials. Fostered team growth and honed departmental skills, making a lasting impact on the organization.

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**Kennesaw State University** Kennesaw, GA  
BFA Visual Communications