

JONATHAN JAY LEE

A multi-cultural copywriter obsessed with games and interactive experiences

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jayandanast.asia

SKILLS

Concept Development
Activation and Experiential
Unity / C# Programming
Game Design
Typography
Shopper Marketing
Proofreading
Screen Writing
Case Study Scripts
Tone and Manner Development
Adobe Creative Suite

INDUSTRY AWARDS

PMAA Dragons of Asia
Grand Prix: 1 | Blue: 2 | Gold: 1
Silver: 5 | Bronze: 2 | Finalist: 3

Sabre Awards APAC
Gold: 1

PR Awards Asia
Gold: 2

Marketing Magazine PR Awards
Gold: 2

Loeries Awards
Bronze: 1 | Finalist: 2

Spikes Asia
Silver: 2 | Finalist: 1

Dubai Lynx
Bronze: 1 | Finalist: 3

Cresta
Silver: 1 | Bronze: 2 | Finalist: 3

Effies HK
Bronze: 1 | Finalist: 2

Cannes Lions
Finalist: 2

Clio
Finalist: 3

Gunn Report WARC100
#29

Global AMEC Effectiveness Awards
Silver: 1

Marketing Events Awards
Gold: 1 | Silver: 1 | Bronze: 1

Full list available upon request

OTHER AWARDS

SCAD40 Prize Winner
The university's highest recognition for SCAD alumni
– July 2019

Outstanding Performance Award
HK Education Bureau
– January 2015

WORK HISTORY

Senior Copywriter – Leo Burnett & Publicis Groupe

October 2018 - February 2022 (Hong Kong)

I made the most of my experience in interactive design to create a range of activations and 360° campaigns for clients like Cathay Pacific, AXA, Manulife, Hang Seng Bank, and more. I also led the Luminous MSL production team in executing high-profile events and activations across the city, winning a range of awards in Activation and Experiential.

Copywriter – McCann Worldgroup

January 2018 - October 2018 (Hong Kong)

As part of the Cathay Pacific Central Team, I created work for both Hong Kong and international markets, including 360° campaigns, social content, activations, and films. Aside from safeguarding the brand's tone of voice across markets, I also helped develop the Artmap, a real-time data-visualisation project.

Copywriter – Geometry (now VMLY&R Commerce)

January 2017 - January 2018 (Hong Kong)

Junior Copywriter

August 2015 - January 2017

From helping ban the ivory trade to making shopping carts fight childhood obesity, this is where I built a strong foundation in activation. I learned to turn pivotal ideas into work that changes behaviour, and won over 20 industry awards including the Grand Prix at the 2016 PMAA Dragons. Clients include Pernod Ricard, Huawei, Nestlé, Diageo, WWF, and more.

Copywriting Intern – The Laundromatte

March 2015 - June 2015 (Hong Kong)

This internship taught me the ins and outs of the production process. Here, I created a range of branding assets and assisted in set dressing for various shoots, including Hong Kong's first original work for Star Wars/Disney.

LANGUAGES

English

Native Proficiency

Written Chinese

Elementary Proficiency

French

Native Proficiency

Spanish

Elementary Proficiency

Cantonese (Spoken)

Native Proficiency

Japanese

Elementary Proficiency

Mandarin (Spoken)

Limited Working Proficiency

EDUCATION

Savannah College of Art and Design

Bachelor of Fine Arts in Advertising

September 2011 - June 2015 (Hong Kong)

- Co-founder of the SCAD HK Advertising Club
- Maintained Dean's List Honors throughout enrolment
- Graduated Magna Cum Laude (3.89 GPA)

Université Catholique de Louvain

Major in Economics and Management Sciences

September 2010 - June 2011 (Belgium)

Lycée Français International

French Baccalauréat ES with High Honors ('Mention Bien')

September 2007 - June 2010 (Hong Kong)