

EXPERIENCE

PUBLICIS, NY

Creative Director // 2018-22

Regularly presented to C-level clients, managing multiple creative teams to develop high performing, awareness and acquisition focused creative across all channels for Citibank. Crafted and led the work on Citi's first celeb campaign in years, as well as Citi's first-ever trans and non-binary focused campaign, both of which exceeded client KPIs. Helped launch Citi's first conversational AI Voice Skill, making Citi the first bank to have a consumer driven benefit skill on Alexa/Google. Ensured agency partner work was consistent with the masterbrand. Responsible for successful new hires. Won 20+ awards.

KBS, NY

Group Creative Director // 2017-18

Won Allstate digital as the creative lead on a data driven, consumer journey focused pitch. Partnered with strategy and crafted platform based creative for digital/social/OOH campaigns, managing teams across multiple campaigns and building the client relationship well beyond the initial scope. Oversaw all work on Goldman Sachs and Boars Head.

Creative Director // 2014-17

Crafted memorable and effective storytelling for BMW North America and Global ATL work, creating emotion driven campaigns that translated across multiple markets. Oversaw multiple creative teams across ATL, Certified Pre-Owned and Dealership businesses, as well as CRM and DM streams.

Associate Creative Director // 2010 - 2014

Pitched and won as creative lead on BMW global X5 pitch. Pitched and won Action America, a 9/11 remembrance project. Pitched and won Birds Eye. Created work that helped contemporize and elevate HomeGoods.

DEUTSCH, NY

Senior Copywriter // 2006-10

Helped create the voice and campaign work for a major rebrand on Tylenol. Helped pitch and win PNC Bank. Crafted campaigns for IKEA and Kodak Printers.

Copywriter // 2004-06

Worked on 360 campaigns for Tylenol, IKEA, Imodium, Westin, Sheraton, Pier One.

EDUCATION

Brandcenter, VCU // 2002-04

Masters of Science in Mass Communication,
Concentration in Advertising, Copywriting

Creighton University // 1997-01

Bachelors of Journalism

LEA PLATZ
CREATIVE
DIRECTOR
& WRITER

leaplatz@gmail.com
917.364.4733
leaplatz.com

AWARDS

2021 Merit, The One Show
2021 Merit, The One Show
2021 Award Winner, Webby
2021 Award Winner, Webby
2021 Award Winner, Webby
2021 Award Winner, Shorty
2021 Award Winner, Shorty
2021 Award Winner, Shorty
2021 Platinum, Muse Creative Awards
2021 Platinum, Muse Creative Awards
2021 Platinum, Muse Creative Awards
2021 Platinum, Muse Creative Awards
2021 Gold, Muse Creative Awards
2021 Gold, Muse Creative Awards
2021 Gold, Financial Communications Society
2021 Silver, Financial Communications Society
2021 Silver, Financial Communications Society
2020 Silver, Financial Communications Society
2015 Shortlist, The One Show, Automotive/Cars
2009 Bronze Effie
2007 Bronze Effie