

Michelle Lee, integrated media strategist & orchestrator, [Hearts and Science](#)



Throughout her 20-year advertising career, Michelle has always operated with the same goal in mind—to use data and insights to forge relevant communications between brands and consumers. Currently, Michelle is the Senior Category Integrated Media Director on the P&G Home brands—Febreze, Swiffer, Dawn, Cascade & Mr. Clean.

Michelle draws on a wealth of experience from her previous agency, Mediavest Worldwide (now known as Spark Foundry). Her clients include Jack Daniels, Coca-Cola, Kraft, Post Cereals and Wendy's. Prior to Mediavest, Michelle started her career at UniWorld Group, an African American & Hispanic full-service agency and Ogilvy NYC.

Michelle has also been very involved in Diversity Initiatives throughout her career. She co-developed the Mediavest Diversity Council back in 2005, she was a 4-month guest teacher for the 4A's Innovation in Advertising & Marketing HS program and currently, she is the Hearts & Science representative to the OMD Diversity council.

She earned her B.S. dual degree in Marketing and Advertising at SU in 1990.