



CHERIE TAN

Designing experiences, driving outcomes.

Cherie dives into the thick of the action with a blend of creative instinct and analytical savvy, fortified by over 17 years of experience in strategic communications, community engagement & event design.

A seasoned manager of agile, multi-cultural teams, she leads from the field, with a pace-setting appetite for challenge.

She believes in “less fluff, more behavioral psychology” - trimming the fat with a science-backed approach to shaping consumer engagement and preferences.

Brand-builder, designer, copywriter - here is a versatile one-woman multi-tool armed with a “why-the-hell-not” spirit.

Education

Bachelor of Communication Studies
(2nd Upper Class Hons),
with specialization in
Public & Promotional Communications,
Nanyang Technological University,
School of Communication & Information, 2007

Hwa Chong Junior College, 2002

Raffles Girls' School (Secondary),
Gifted Education Programme, 2000

Skills

- Strategic marketing & branding
- Events design & management
- Content strategy & development
- Budgeting & resource allocation
- Digital & social media marketing
- Public & media relations
- Graphic design
- Copywriting

Professional Experience

KTM Sportmotorcycle Asia

Regional Marketing Manager

2021 - current

I bring 4 high-performance brands from Europe's leading motorcycle manufacturer to life in new and emergent markets throughout the region, managing teams from 10 countries in Southeast and East Asia.

STRATEGY MEETS OUTCOME

I am responsible for trail-blazing activations in fast-moving, high-pressure motorsport segments.

From market analysis to outcome-driven tactics, budget control, partnership management and event execution, I take pride in a hands-on approach at all stages, delivering premium experiences to highly targeted audiences.

LEADERSHIP BEYOND METRICS

I manage and train Importer marketing teams, ensuring consistency with brand guidelines from Europe, while navigating critical cultural nuances.

Aside from regional initiatives, I also monitor marketing strategies, media platforms and communication campaigns of country Importers. Together with the regional sales team, I develop a customized framework of incentives and support to ensure that business objectives are met in each market.

Notable achievements include:

• KTM RIDERS ACADEMY ASIA:

The first regional programme offering skills training for offroad motorsport, catering to all levels of enthusiasts.

• KTM ASIA RACING TEAM:

The first curated line-up of top motorsport athletes from around Asia, including Korea, Thailand, Vietnam, Philippines, Malaysia and Singapore.

Professional Experience

Harley-Davidson of Singapore

Creative &
Marketing Lead

2019 - 2020

SALES MARKETING

- Develop strategies and tactics to drive lead generation.
- Work with Sales Manager & Sales Team to deploy successful marketing campaigns to both outreach and loyalty audiences, from conceptualisation to execution.
- Analyze consumer and competitor behavior.
- Work with Sales Manager to oversee leads management system and customer retention programmes.
- Prepare marketing budget and monitor expenditure.

CONSUMER COMMUNICATIONS

- Manage paid and organic advertisement and promotional channels.
- Oversee website content and audience statistics.

BUSINESS COMMUNICATIONS

- Build strategic relationships and partnerships with key industry players, agencies and vendors.
- Manage business development opportunities.
- Manage communications with brand principals.
- Manage media relations, including preparation of press releases and presentations.

DESIGN & CREATIVES

Manage in-house development of publicity & promotional materials, including content creation, design and copywriting for advertisements, brochures, emailers, social media content and event presentations.

Flight Plan SG Designer + Copywriter 2011 - 2019

Curated creative projects from concept through completion, creating original graphics and text. Worked closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Managed freelance designers, consultants and vendors to meet project requirements.

*SCAPE Co. Ltd Creative Head 2007 - 2011

*SCAPE is an iconic national youth organisation that manages Singapore's first building designed by youth for youth, featuring facilities like music & dance studios, a gallery, theatre and an urban sports playground in the city centre.

Key Achievements:

- Developing and overseeing creative direction for the *SCAPE brand, from its inception in 2007, coordinating & collaborating with external creative agencies.
- Strategization, design and copywriting for event publicity materials, covering genres of music, dance, sports, new media, community and visual arts.
- Creation of B2B collaterals, including corporate kits, namecards and business presentation templates.
- Illustrated and co-directed a 1 min animated TV commercial.
- Advised in interior design, facade design and outdoor signages for the new 1.2ha *SCAPE building in the heart of Orchard Road.




Freelance Illustrator + Designer + Copywriter

2005 - 2011

Local and international clients include:

- Bates Asia for Heineken
- Director's Think Tank (Msia) for Maxxis
- Equuz Design, for yearbook illustrations
- Saatchi & Saatchi for ESPN
- DDB for National Health Promotion Board
- Ogilvy Redworks for World AIDS Day
- GREY for National Youth Council
- Hilton Singapore
- Community Health Assessment Team, Singapore
- Home Nursing Foundation, Singapore
- Dainese Singapore, social media content creation

Portfolio:

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