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Summary

Multi-faceted Brand Strategist and Visual Concept Lead, well versed in industry activities – branding, media, and development for early-stage organizations. Successfully directs and implements a diverse range of design projects; translates conceptions and business requirements into effective products. Confident bridging creative strategies with client management. Personable team leader who thrives in fast-paced, deadline-focused environments; able to bring out the best in others.

Experience

IF
STUDIO/

AVP, Director of Creative Strategy & Art

IF STUDIO

Sep 2019 - Present (2 years 11 months +)

Develops innovative online and offline campaigns across multiple media platforms for 15+ projects annually.

Secures new clients monthly through spec creative work and/or strategy pitches.

Acts as product champion, guiding creative team of 4, overseeing projects from start to finish to ensure optimum impact and compelling brand moments.

Gives strategic direction for all concepting and design processes from visual asset creation to external-facing copy.

- Ensures all deliverables are on-brand through collaboration with production team, creative team, and copywriters.

Recognized for groundbreaking campaign strategies in press and through receipt of industry awards.

Promoted within company because of demonstrated project leadership skills.

IF
STUDIO/

Account Manager and Creative Strategist

IF STUDIO

Jan 2017 - Sep 2019 (2 years 9 months)

- Coordinated \$1.5M in client accounts and translated client briefs into actionable deliverables.
- Led conceptualization and enhancement of original client campaigns across various platforms.
- Instrumental in identifying and selecting themes, trends, and opportunities for brand, within comparative markets.



Founder & Managing Director

Cosset Inc Private Limited

Sep 2009 - Jan 2016 (6 years 5 months)

Cosset luxury basics is made from sustainable bamboo fabric. It is one of the first fashion labels in Singapore to feature only bamboo fabric and was founded with the ethos of "recycle, renew and reuse". Cosset is a member of non-profit environmental alliance 1% For The Planet. Conceptualized brand, developed models for sales, ecommerce, retail, consignment, and wholesale across Singapore, Thailand, Australia, Malaysia, and Dubai. Established pop up stores with retail partners in key locations.

Selected Highlights:

- Increased sales by 67% through synergistic partnerships and innovative sales strategies.
 - Received national press recognition from The Straits Times Life, The Business Times, The Edge, Cosmopolitan, Elle Singapore, and Senatus.net.
 - Exhibited at Asian fashion tradeshow for 12K international press members, buyers, and retailers.
- Participated in Singapore's first live streaming fashion week: Digital Fashion Week, by invitation.



Co-founder/ Treasure-seeker/ Chief Editor Online

Robe Raiders

Nov 2011 - Dec 2014 (3 years 2 months)

Robe Raiders - now TheFifthCollection.com - is Singapore's first consignment start-up to offer a well-curated selection of vintage and pre-loved designer clothing and apparel through pop-up events and an online store.

- Worked synergistically with founding partners and team to acquire and coordinate a network of 300+ consignment clients and customers.
- Strategized with and engaged different corporate partners for each pop-up sales event for between 100 to 300 guests including venue, press and bloggers, F&B, vendors, credit card partners, and more. 10% of sales were donated to different adopted charities.
- Coordinated and collaborated with well-known bloggers, fashion photographers, and media agencies for digital marketing.
- Executed creative direction, photography and copywriting for the brand's social media channels including an online magazine, blog (60,000+ hits), Instagram (2000 followers), Facebook and Twitter.
- Featured in national press, publications and online media like The Straits Times Life, Prestige Magazine, Asia City Magazine, Lifestyle Asia, and Honeycombers.



Editor-in-Chief, CAKE magazine

Revolution Media Pte Ltd

2007 - 2008 (2 years)

- Played key role in launching a new women's luxury fashion and timepiece magazine with a circulation of 10,000 readers.
- Managed a team of five staff, ensuring teamwork and positive employee relations.
- Achieved accolades from Asia Media Awards 2008 for "Best in Magazine Cover Design" & "Best in Overall Magazine Design".
- Further fostered and maintained valuable contacts within the fashion, beauty, timepiece and luxury lifestyle industry.
- Developed target reader database and conceptualized luxury timepiece and fashion partner events.



Editor, Female Magazine

SPH Magazines

Dec 2005 - Jun 2007 (1 year 7 months)

- Served as product champion for the magazine, directed positioning of the brand and oversaw the conceptualization, execution and review of the editorial and design content of each issue.
- Managed a seven-person editorial team and oversaw work assignments to interns, freelancers and contract staff.
- Relaunched magazine's brand image to clearly define its positioning amongst its competitors.
- Increased market share and readership to its highest rating of 140,000 readers, up 21% from previous year's figures, according to Nielsen Media Index 2007.

- Facilitated communication between sales, marketing and editorial departments for improved teamwork.
- Built up and strengthened communications and business relations with fashion, beauty and lifestyle industries.
- Promoted within company because of demonstrated project leadership skills.



FASHION EDITOR, FEMALE MAGAZINE

SPH Magazines

Jul 2004 - Dec 2005 (1 year 6 months)

- Promoted to Fashion Editor of Singapore's second largest magazine following acquisition of Blulnc Media by SPH Magazines.



ASSISTANT EDITOR, SEVENTEEN MAGAZINE

Blulnc Media Pte Ltd

Jun 2002 - Jul 2004 (2 years 2 months)

- Promoted to Assistant Editor following one year as staff writer.

Education



Pratt Institute

Certificate, Digital Communication and Media/Multimedia

2016 - 2017

Certificate in Digital Marketing/ Social Media and Multimedia with an emphasis on Fashion industry.



University of Nottingham

Bsc (Hons), Psychology

1997 - 2001

Psychology BSC



Wycombe Abbey

A' Levels, English/Biology/Math

1995 - 1997

Skills

Brand Strategy • Creative Strategy • Photo Shoot Direction • Advertising Campaigns • Fashion • Magazines • Marketing • Social Media Marketing • Retail • Publishing