




Colin Tan

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Hard Skills

Artist and Influencer Liaison

Campaign Management

Adobe Photoshop

Adobe Premier Pro

Logic X

Cubase Elements

Social Media Ad Design

Executive summary

Driven and resourceful arts management student seeking to leverage on marketing and digital communication expertise to further cultivate appreciation for alternative music in Singapore. Competent in overseeing communication efforts and research for lead generation and publicity. Offers quality ideation and problem-solving skills that earned client recognition and awards.

● Work Experience

Open Call Artist Liaison – Rock and Indie Festival; Sep 2023 – Mar 2024.

- Planning and execution of open call audition for RIF 2024.
- Served as a clear and consistent point of contact for open call bands.
- Proactively identified logistical and technical needs of open call bands.
- Fostered a collaborative environment between open call bands and Lasalle's stakeholders.

Market Research Assistant – Acorn Marketing and Research Consultants Internship; Sep 2020 – Feb 2021.

- Analysis and quality check of audits, mystery shops, and phone interviews.
- Monthly consolidation and presentation of respondent data.
- Assisted in questionnaire quality and logic checking.
- Assisted in UX/UI focus group note taking.
- Assisted in market entry focus group note taking.
- Participated in a study regarding the impacts of Covid-19 in Southeast Asia.

Head of Marketing and Communications – TLB & Co. 2020.

Product launch campaign; Goldwell, KAO Singapore.

- Lead marketing communication team in a student-led marketing agency for NP final year project.
- Managed influencer and publication media list for media outreach, engagement, and follow-up.
- Coordinated influencer engagement in social media campaign. Successfully earned impressions from story post by 3 micro-influencers.
- Produced media kits and press releases for influencers and lifestyle publications.

● Academic background and achievements

Advertising and Public Relations – Ngee Ann Polytechnic
2018 – 2021

- Awarded testimony for Books Beyond Borders campaign proposal.

GCE O-Levels – Unity Secondary School
2014 – 2017

- YGSP USIC Internal Competition 2015 Second Place
- YGSP USIC Concurrent Session 2016 First Place

● Relevant Course Work

- Music Management
- Event Feasibility and Festival Management
- Marketing and Communications
- Issues and Crises Management