

# Keith Tan C L

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- Over 2 decades of experience in Omni-Channel marketing/ branding strategy and solutions, from traditional to digital advertising campaigns, long form projects, podcasting and on-ground and hybrid events.
- Innovation and pioneering work, trans-media and digital branded audio content solutions, marketing strategy and business development and fund-raising for non-profits and deep tech start-ups across South-East Asia.
- High industry adaptability, creative problem solver, influential people skills.
- Solid stakeholder management skills through multiple industries.

## Career Highlights

- **AI (Artificial Intelligence) for Gaming, Film & the Metaverse**
  - Voice Product Manager at Replica Studios <https://replicastudios.com/>
  - Developing high-quality AI voices for use in gaming, content production and the metaverse.
  - Helped with commercialization and development strategy for the AI voice side of the business.
  - Working with the Machine-Learning team to create voices that are more versatile, realistic and emotive.
  - Refined voice acquisition pipeline through casting platforms.
  - Built community of Voice contractors through a community newsletter and Video podcasts.
- **Brand and Marketing Strategy, Campaign Management and Advertising**
  - Senior Creative Director at Mediacorp Singapore's in-house HYBRID ATL-Digital Creative agency. <https://www1.mediacorp.sg/creativecentral/>
  - Campaign strategy, execution and creative ideation and team supervision for government organisations and commercial clients.
  - Responsible for maintaining top-line revenue and maintaining bottom-line.
  - Interface with clients and stakeholders for omni-channel creative campaigns for clients.
  - Pioneered Mediacorp's video streaming/ webcasting platform and creating viable revenue streams for podcasts.
  - Developing content and revenue strategy for integrating Digital Branded Audio Content with Branded Digital Content and Traditional ATL Ad units.
  - Consultation with clients and development of campaign or content strategies including development of decks and presentations to high level stakeholders.
  - Transformed and led the core radio team to help develop an Audio streaming/ podcasting platform with new Branded Content formats and ad inventory for a national Singapore broadcaster. <https://www.melisten.sg/>
- **Innovation, Pioneering and Advisory Work**
  - Commercialised a Singapore based Bio-fuels company's technology with Westin Hotel Singapore. Creating a value chain that involved using Used-Cooking-Oil from the hotel's F&B outlets refined into biodiesel to power the hotel's Green Limousine service for guests. Helped them establish a presence in Jakarta Indonesia.
  - Helped fund-raise and commercialise a US based UAV Traffic Management System. And helped shape a new category of UAV insurance products. <https://www.precision-autonomy.com/>
  - Served as management team's advisor for a fast-growing E-Marketplace. Supported their expansion from Singapore to The Philippines and Malaysia in the area of business structure, brand rollouts and marketing. <https://www.ximple.me/>
  - Led and set-up a team for a Cybersecurity solutions company to tackle Singapore, Thailand, Cambodia and Laos markets. Highlights include website optimization to social media management, influencer performance based marketing campaigns to customizing electronic sales kits and infographic info packs to organising hybrid onsite/virtual seminars across countries. <https://sasiapac.com/>
  - Initiated, set-up and fund-raised for a non-profit App based Radio Streaming interactive app in Singapore. <https://cathedral.org.sg/page/cathedral-sg-live>
- **Business Management**
  - Set up manufacturing operations and drove product awareness of an off-shore architectural products company in WA. Roped in prestigious projects with Western Australia's top architects in 6 months.

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- **Business Development**

- Spearheaded the up of the Singapore branch office of Australia's leading Telephone On-Hold provider Messages-On-Hold. Integrating the teams from the acquisition into the MOHA team and work systems.
- Successfully converted brand name clients and new client contracts to achieve a turnover of \$500k in 8 months.

- **Regulatory Work**

- Council Member on the Advertising Standards and Authority of Singapore (ASAS).
- Appointed Member for National Committee on Review of Broadcast Advertising and Sponsorship Codes and the Digital advertising Code for Singapore.

## Professional Experience (*Online Creative portfolio @ [keitht.co](http://keitht.co)*)

### **Replica**

*Voice Product Manager (Senior Management Team)*

Nov 21 – Jul 22

- Manages a team responsible for voice acquisition, character development, interfacing with video game development companies.
- Business planning and revenue generation strategy.
- Work-process streamlining using productivity tools like Slack, Asana, Retool and Salesforce.
- Driving the team of Audio engineers, directors, copywriters and machine-learning engineers to refine and push new tech to create new voices that are more human sounding and more emotionally versatile.

### **Mediacorp Pte Ltd (Commercial Group)**

*Senior Creative Director/ Vice-President*

Jun 05 – Nov 21

- Manages the multi-award winning English and Mandarin Copywriters/ Producers, Audio Engineers and Traffic teams.
- Supervises project teams for trans media creative campaigns for ATL and BTL.
- Set-up an intensive training programme for the sales force to use creative commercials as sales tools.
- Maintains key stakeholder management by taking a lead role in sales presentations and pitches to clients.
- Client account management through maintaining close working relations with clients' marketing teams for formulation, conceptualization to execution of advertising campaigns across platforms.
- Conceptualizes and executes creative campaigns for all of Mediacorp's in-house brands across all media platforms, i.e TV, Print, Radio, Digital.
- Appointed as one of 12 members of the Grand Jury for the New York Festival's International Radio Awards 2013.
- Key accounts include HSBC, Citibank, Standard Chartered Bank, Jaguar Land Rover, Mercedes Benz, Sunway, Porsche and Harvey Norman.
- Leading the company's podcast business strategy and monetization efforts to create Digital Branded Audio Content Marketing solutions that integrate with digital content marketing, social, search and ATL platforms.

### **RolaShades Australia Pty Ltd - (Based in Western Australia)**

*Country Business Manager – Australia*

Nov 03 – Mar 05

- Pioneered the company in WA, organised warehousing and fabrication operations, sales, marketing and business development initiatives. This included development of A&P and marketing material.
- Established top-of-mind awareness and made Rolashades systems standard specifications in projects with top international Australian architects and developers.
- Marketed to 80% of the architect and interior design firms in Perth within the first 3 months
- Roped in iconic architectural developments and projects from brand name clients including the prestigious Perth Convention and Exhibition Centre, successfully hitting targets in 6 months.

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## **Messages On Hold Australia Pty Ltd - (Based in Singapore and Western Australia)**

*Manager – Southeast Asia*

2002 - 2003

- Played the frontline/ on-ground role in setting up branch operations in Singapore to serve as the regional Asian HQ.
- Successfully converted key clients on dated contracts to new term and rate agreements for longer contract tenures at higher rates.
- Managed an effective tele-marketing and sales team.

## **MediaCorp Interactive (Digital)**

*Senior Business Development Manager*

1999 - 2001

- Conceived and headed web-casting division.
- Drove strategic business direction through the development of a strong brand presence.
- Built the strategic and marketing plan to evolve the division into a credible and profitable one with brand name clients in the finance industry.
- Identifying new video streaming technologies and international business opportunities.
- Crafting business plans, sourcing and negotiating new partnerships with potential technology and business firms in Singapore, US and Australia.
- Developed key marketing and A&P plans and campaigns.

## **MediaCorp Radio**

*Creative Services Assistant Manager*

1996 - 1999

- Supervised radio campaign concepts, copywriting, copy vetting and creative teams.
- Marketed the division and built it's production resources to remain market competitive.
- Responsible for the creative support of radio sales through active engagement with clients and ad agencies in talent management, production and directed recording sessions.
- Integral in the establishment of key relationships with both local and international advertisers, advertising agencies and production houses for overseas recording sessions.

## **Keith Tan Chung Lui – Strategic Business and Marketing Advisory**

*Sole proprietor*

1991 - Present

- Key projects include: The formulation, implementation of Harvey Norman Singapore's Furniture and Bedding strategic brand development, marketing and advertising strategy.
- Other projects include commercial, fund-raising and marketing strategy advisory with a leading cybersecurity solutions group in Asia and working with an M&A and liquidation group to assist startups or companies in distress to restructure, fund raise and re-brand and relaunch.