

CHARLINE TAN

GLOBAL MARKETING LEADER



18 years of experience in progressive digital and brand roles across global, regional, and local marketing for top global consumer brands with demonstrated history of leading significant brand and category growth. Extensive strategic brand and integrated marketing communications planning experience and integrating digital marketing into meaningful consumer connections and journeys.



charline.tan@gmail.com



www.linkedin.com/in/charlinetan



+41 79 457 7231 (Main) | +65 9788 9720 (Personal)



Currently based in Switzerland (open to relocation)



HIGHLIGHTS & ACHIEVEMENTS

- Awarded 7 global, regional and local marketing awards for both online and offline campaigns
- Awarded Gold at 2021 Nicholas Hall Worldwide Awards for Panadol Covid-19 programme
- Nominated for 2019 Nicholas Hall Worldwide Digital Award
- Nominated Marketer of the Year at the Singapore Marketing Awards 2012
- Awarded Unilever Marketing Director's Award in 2011
- Led digital transformation across 3 global organisations in global, regional and local capacities, accelerating knowledge in areas of digital media planning, tracking and measurement, capability and data visualisation



KEY SKILLS & COMPETENCIES

- Digital Transformation
- Full funnel consumer experience and audience strategy
- End-to-end data-driven creative campaign development
- Marketing effectiveness, performance measurement, analytics and visualisation
- Data strategy
- Media and communications planning
- Category and brand portfolio management and planning
- Holistic Search (Organic and Paid)
- Digital commerce
- Global Partnerships

HALEON HALEON CONSUMER HEALTHCARE (FORMERLY GSK CONSUMER HEALTHCARE)



GLOBAL CATEGORY DIGITAL MARKETING DIRECTOR, PANADOL – APR 2020 TO PRESENT
GLOBAL DIGITAL MARKETING MANAGER (PANADOL & FENBID) – MAY 2018 TO MAR 2020

Results-oriented Global Digital Lead with a proven track record in steering the evolution of the Panadol brand towards digital excellence. A strategic thinker and implementer, specializing in transitioning marketing models, developing global digital-first programmes, and future-proofing organizations.

KEY ACHIEVEMENTS

Digital Transformation Leadership:

- Drove the evolution of Panadol's marketing model from reach-focused to full-funnel planning, positioning digital as a platform for personalized beyond-the-pill experiences.
- Spearheaded a 5-year digital experience and data strategy programme, transforming digital from a mere channel to a platform for personalized experiences and connected services.

Strategic Global Programme Development:

- Led the development of the largest Global Panadol programme, the Restage/Masterbrand initiative, successfully implementing the first full-funnel programme across various pain occasions, audience segments, and consumer journey stages.
- Integrated audience strategy thinking and deployed 226 data-driven creatives, achieving historically high scores in MetrixLab pre-flight tests and breaking benchmarks.

Crisis Response and Impactful Brand Programmes:

- Played a key role in the development and success of the Global Panadol Covid-19 Care programme, reaching 18 markets within six months and contributing to record-breaking shares and consumption growth in various markets.
- Received the Gold Award at the 2021 Nicholas Hall Worldwide Awards for the Covid-19 programme's excellence.

Category Education and Future-Proofing Initiatives:

- Led a GSK-first category consumer education programme, "Let's Treat It Right," in 2021, landing in three European markets within eight months and currently scaling globally.
- Pioneered OTC digital health accessibility and literacy initiatives, transforming content across digital touchpoints for increased consumer understanding.
- Developed the first Panadol digital commerce strategy, achieving >100% growth in online sales, surpassing total market sales and enhancing global digital shelf presence.



THE LEGO GROUP - LEGO SINGAPORE PTE LTD

APAC REGIONAL DIGITAL STRATEGY MANAGER – APR 2016 TO DEC 2017

Founding team member instrumental in establishing and leading the APAC Marketing setup for LEGO, driving digitalization and transformation across 9 markets. Recognized for pioneering the development of the first regional LEGO digital strategy and executing APAC only campaigns.

KEY ACHIEVEMENTS

Regional Digital Strategy Development:

- Spearheaded the creation and implementation of comprehensive APAC digital strategies encompassing video marketing, social media, content marketing, and mobile within a 6-month timeframe.

Digital Toolkit Delivery:

- Crafted and executed digital toolkits for all LEGO APAC Occasion Based Campaigns and trade-led campaigns, covering the entire portfolio and novelty launches, resulting in the creation of three toolkits per year.

Digital Performance Measurement:

- Established the LEGO APAC measurement framework and a bespoke digital data visualization tool within a 6-month period, setting a benchmark as a LEGO global case study.

Capability Building Programme:

- Successfully built and scaled the four main pillars of the LEGO APAC Digital Capability Building programme across the APAC region in just 12 months, contributing to enhanced digital proficiency and effectiveness.



EDUCATION & CERTIFICATIONS

- NANYANG TECHNOLOGICAL UNIVERSITY, SINGAPORE (2002- 2005)**

 BACHELOR OF BUSINESS
 (Specialisation in marketing)
- INTERNATIONAL INSTITUTE FOR MANAGEMENT DEVELOPMENT (IMD), SINGAPORE (2018)**

 LEADING DIGITAL BUSINESS TRANSFORMATION
- UNIVERSITY OF LONDON SCHOOL OF MANAGEMENT EXECUTIVE EDUCATION (JUL 2023)**

 MINI-MBA DIGITAL COMMERCE
- MINI-MBA IN BRAND MANAGEMENT WITH MARK RITSON (APR 2024)**
- UNIVERSITY COLLEGE LONDON (EST. AUG 2024)**

 MBA ESSENTIALS IN DEEPER HUMAN UNDERSTANDING



LANGUAGE PROFICIENCY

ENGLISH

Written: Fluent
Spoken: Fluent

CHINESE

Written: Fluent
Spoken: Fluent

FRENCH

Written: Basic
Spoken: Basic

KOREAN

Written: Basic
Spoken: Basic



UNILEVER - UNILEVER ASIA PTE LTD

REGIONAL DIGITAL AND SEARCH MANAGER (APAC – GLOBAL MEDIA TEAM)
– JUL 2015 TO APR 2016

Spearheaded the strategic regional digital search agenda for Unilever in APAC.

Achieved a remarkable turnaround in Unilever's Impression Share of Web Searches across the region in just 10 months. Co-developed holistic Global Search Strategies and content plans for local implementation, ensuring brands deliver highly relevant content to consumers.

KEY ACHIEVEMENTS

Search Performance Enhancement:

- Successfully increased Impression Share across APAC markets by an impressive average of 100%, coupled with a significant reduction in CPCs by an average of 50%, optimizing Unilever's search performance.

Global Brand Search Strategies:

- Led the completion of five global brand search strategies, including renowned brands such as Pond's and CLEAR, within a short 4-month period, contributing to the overall brand search excellence.

Media Efficiencies and Innovations:

- Played a pivotal role as the key digital media business partner for 5 Global Brand teams based in Singapore, collaborating closely with global partners Google and Facebook. Achieved media efficiencies, introduced best-in-class practices, and pioneered first-to-try innovations for the brands.



UNILEVER - UNILEVER SINGAPORE PTE LTD

DIGITAL MARKETING SPECIALIST – JAN 2013 TO JUNE 2015

Shaping and drove the digital agenda for Unilever Singapore, pioneering digitalization and advocacy across all organizational functions during the early stages of the digital transformation journey.

KEY ACHIEVEMENTS

Digital Transformation Leadership:

- Led the transformation of a traditional TV-centric business into a cutting-edge digital-first marketing team, driving digitalization and advocacy across all functions and stakeholder levels.

Strategic Cross-Functional Leadership:

- Led cross-functional teams to identify and prioritize digital initiatives, encompassing content and channel strategy, holistic search, e-commerce, and more.
- Successfully worked across 15 brands in 6 diverse categories, orchestrating a paradigm shift from traditional campaign planning to data-infused, audience-first digital creative and media planning.

Innovative Brand Growth:

- Accelerated brand growth through innovation, notably launching the first YouTube Customized Channel in Unilever Singapore for CLEAR MEN. Achieved unprecedented hyper-targeted and engaging user experiences with outstanding cost efficiencies, establishing a model for driving relevant reach while minimizing media wastage.



UNILEVER - UNILEVER SINGAPORE PTE LTD

BRAND MANAGER – JAN 2012 TO DEC 2012

ASSISTANT BRAND MANAGER – DEC 2009 TO DEC 2011

BRAND EXECUTIVE – MAY 2008 TO DEC 2009

Sole ice cream category brand builder for the Singapore market for five years, overseeing brand growth and managing the entire portfolio. A strategic leader driving short to long-term category and brand strategies, communication mixes, and P&L ownership. Successfully executed all campaigns, achieving significant market share and sales growth.

KEY ACHIEVEMENTS

Brand Market Share and Sales Growth:

- Led the relaunch and continuous double-digit growth of the Magnum ice cream brand from 2007 to 2011, transforming it from the #5 brand to the #1 brand in the entire Unilever Singapore portfolio.
- Achieved a remarkable CAGR of +31.6%, increasing market share from 14.1% in 2008 to 46.2% in 2011.
- Drove a +177.8% growth in Magnum Mini from 2009 to 2010 through accelerated product availability.
- Successfully revitalized the mass premium segment of tubs ice cream with the Wall's Selection relaunch in 2010, surpassing the closest competitor in market share readings by double by the end of 2011.

Strategic Planning and Execution:

- Managed the full category portfolio and brands architecture, including P&L, pricing strategy, channel management, distribution, sourcing, supply chain, and budget management.
- Planned and executed 360° campaigns for all ice cream brands from 2008 to 2012, averaging eight campaigns per year. Emphasized building clear consumer and shopper connections.

Positive Brand Health Turnaround:

- Improved the relevance of the Cornetto brand with its target audience by leading a shift in media spend and overall approach to a more effective and cost-efficient digital and social media-led strategy.



F&N COCA-COLA SINGAPORE PTE LTD

TRADE MARKETING EXECUTIVE – JAN 2006 TO NOV 2007

Trade marketeer with experience in overseeing trade marketing programs for the lower trade business. Successfully aligned brand objectives with sales goals for distribution channels, ensuring high standards of in-trade execution. Adept at bridging the gap between brands and sales to optimize overall business performance.