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## CHERYL TAN

### Style Director, Lead Creative and Content Producer

Internationally published stylist and content producer, based in Sydney. I thrive on creating dynamic content and images that engage audiences, meet tight deadlines and deliver on superior wardrobe options. My signature style is minimalistic but heavily influenced by textures and can be seen across platforms like Fashion Gone Rogue, Yen, Sicky, Push IT, Fashion Journal and Schon.

#### Core competencies include:

Celebrity Styling, Visual Merchandising, Project Management, Image Consulting, E-commerce, Content Production, Client Relations, Flat Lay, Editorial and Advertising styling.

## Experience

### *Cheryl Tan Creative*

*Alexandria, NSW, AU*

*'12 – Present*

#### Director

A boutique styling agency headed by myself with a mission to bring to life what embodies our clients through the way we style, merchandise and execute each campaign. We also work across TV productions and collaboratively with celebrities on fashion forward editorial shoots and appearances to create a style that is distinct and uniquely theirs.

- Delivered wardrobe solutions and options under pressure for clients in a short turnaround time.
- Utilized an eye for detail to create and curate impeccable content and looks for clients.
- Collaborated with leading photographers and creatives to develop effective branding messages for clients.
- Management and support for the team while working across multiple projects at a time.
- Developed relationships with key fashion contacts to ensure wardrobe supplied and styled was always cutting edge.
- Develop and planned visual merchandising roll outs and executed the plan.

### *The Voice.*

*Moore Park, NSW, AU*

*Mar '14 – Aug '16*

#### Stylist

Responsible for working in a team of three to develop an identity for each artist from the audition segment of the show to the live shows. As production progressed the elements of focus evolved to creating looks that not only reflected the artists personality but also their creative live performance set.

- Problem solved potential wardrobe malfunctions before show days and ensured that all extras were dressed according to the creative brief.
- Streamlined processes that involved returns and re-pulls for a more time efficient way to organize new product for the show.
- Followed strict weekly budgets when finalizing each artists and extras look with store purchases to compliment loaned product.
- Adhered to tight lead times when developing performance looks and options for approval by the executive producer.
- Leveraged relationships with PR agencies and fashion labels to source exclusive product for the show.

**Styling by Lara Lupish**

*Maroubra, NSW, AU*

*MAR '12 – Dec '13*

**Styling associate**

Overseeing Lara's styling projects through delegating and managing junior stylists on the team while ensuring that for each fitting and photo shoot there were options and pre-styled looks that Lara could utilize on set.

- Created and implemented systems to track prep for each project and products entering and exiting the studio; allowing the business to run at its optimum.
- Provided support to Lara on celebrity fittings where over 30 looks were required to be organized and fitted on a client.
- Maintained PR and brand contacts through returning product in a timely manner.
- Project lead on styling Sonia Kruger for Big Brother; setup fittings, managed the team and leveraged fashion network for product.

**Education**

**University of NSW Kensington, NSW, AU Mar '03 – Dec '06**

**Major:** Bachelor of Arts: Concentration in Sociology

**Minor:** Philosophy

**Certifications:** Graduate Certificate in Media Sales and Marketing, Certificate in Fashion Business and Design