



# HARMONY TAN

## BRAND AMBASSADOR

### Profile

As a dynamic and multifaceted brand ambassador, I bring a unique blend of expertise in three key areas: spirit tasting, sportsbook, and corporate brands. With a passion for excellence and a commitment to representing brands with authenticity and professionalism, I strive to create meaningful connections with audiences while driving brand visibility and engagement.

## EXPERIENCE

### BRAND AMBASSADOR SINCE 2023 - PRESENT

Sip & Sociale

- Proficient in guiding tastings, educating consumers on flavor profiles, production methods, brand stories and **sales tracking**.
- Reliable to run activation, tasting and break down at reknown on and off-premises

Keshot

- Experience in executing marketing campaigns, participating in corporate events, and fostering strategic partnerships to elevate brand presence and reputation through photo-booth and photography skills for Machineries and Insurance companies

Agencies - Push, Experience and Extreme

- Creating meaningful connections with audiences while driving brand visibility and engagement through representing corporate brands across various industries.



502 - 936 0641



xiaothoong@gmail.com



2601 Lindsay Ave T1, Louisville

## EDUCATION

2012-2015

**MBA (General)**

University of Nottingham (UK)

2006 - 2009

**Degree in Management  
(Entrepreneurship)**

University Tun Abdul Razak (Malaysia)

## SKILLS

- Business Development
- Diving
- Spirits
- Golfing
- Photography