

PROFILE OF CHERYL YEE



Upon graduating with a Diploma in Fashion Marketing from the Raffles Design Institute, Cheryl was offered a position as a Fashion Stylist and worked with Marie Claire magazine. Later, she joined the magazine Her World and took up the challenge of presenting trendier styles in its fashion pages. It was when she visited the wineries in New Zealand that she picked up her interest in wines. When she returned to Malaysia, she met an owner of wine bars, and wines became a serendipitous career choice. She has since been involved in marketing wine brands through exhibitions and wine fairs, and dealing with corporate clients. After three years, Cheryl joined the top wine distribution companies handling marketing for renowned Wine Labels and Brands. She learnt the ropes of On Trade and Off Trade marketing, organising wine dinners and handling public relations matters. It was there that she built her relationship with the press and media. In addition to that, she strengthens her knowledge in Sales Distribution as she took on more responsibilities during her years in this industry. It was time she had a short break from the Wine Industry that she then returned to her passionate roots of fashion marketing, she worked with 2 fashion luxury brands and a multi brand watch shop. It was a 360 marketing experience whereby she tried to enhance her social marketing skills with the watch brand shop building back the fan page.

With her marketing chutzpah, although she enjoys working in the wine industry and continues to learn more about the products and the business, she continuously seeks opportunities abroad to advance her career opportunities and passion in marketing to enhance her knowledge and passion.

In her free time, she enjoys enrolling in short courses; culinary, arts and craft and writing skills to improve her interest in these areas. Whenever possible, Cheryl takes time to travel within the Asian region on culinary adventures. She would never decline a good champagne brunch just to relax and unwind, or good local food to tantalise her taste buds.

Specialities

Product Marketing and Development, Product Merchandising and Visual Merchandising, Events and Public Relations,