



JOANNE TAN

BRAND STRATEGIST,
MARKETING ADVISOR,
CONTENT CREATOR.

SKILLS

- BRAND BUILDING
- BRAND DNA™
- MARKET POSITIONING
- BUSINESS PLANNING
- BRANDED CONTENT
- VISUAL MARKETING
- BRAND LOYALTY
- BRAND MANAGEMENT
- PR, ADVERTISING
- PRINTS, DIGITAL MARKETING
- WEBSITE, SEO, PPC,
- VIDEOS, SOCIAL MEDIA

PROFILE

- ★ Law degree.
- ★ Business strategist, coach.
- ★ MBA training in marketing, accounting, insurance, org behavior.
- ★ Award-winning photographer.
- ★ Video Director and Producer.
- ★ Newspaper editor, page designer.

Joanne Tan, Branding Expert & Fractional Chief Marketing Officer to Accelerate Business Growth

“Brands thrive. Businesses just survive.”

As the founder & CEO at 10+ Visual Branding, a full service branding and brand marketing agency, Joanne helps merely financially successful businesses becoming excellent companies by honing and managing their name brands, which can more than double a company's value upon future exit. ROI: 35-40% for most clients.

From mapping out a brand's DNA™ to creating marketing content, Joanne strategizes and brainstorms with founders and CEOs to get their brand-messages across powerfully, in an unified verbal and visual voice, on websites, social media, videos, and in print. Joanne leads 3 teams in her agency to create unique narratives and powerful imagery for digital, traditional and social media marketing, SEO and PPC, advertising, PR, etc. She is a trusted advisor to her clients on a long term basis. She manages, refreshes and market brands during their growth journey.

Successful projects for a growing list of her happy clients include a multi-billionaire's marketing, PR and advertising campaigns, branding and brand-marketing startups in blockchain, AI, cyber security, AR, pharmaceutical and other high tech sectors, branding and marketing industry-disruptors, promoting mid-sized industrial companies, insurance agencies, bankers, CFOs, highly accomplished management consultants and business coaches, and other well-regarded professionals.

Joanne and her teams create brand recognition, brand impact with WOW factors, pre-sale, at-sale, and post-sale. “We maintain brand consistency, refresh brand essence, both digitally & in print. We develop brand-loyalty, we push our clients' brands to the forefront of the market with our '3 Rs' Programs™: Retain, Repeat, Refer. We grow super brands for fast growing businesses, and super profits that follow.”

Languages: English, Mandarin Chinese.

Locations: Headquartered in the Greater San Francisco Bay Area and the Silicon Valley, serving companies globally.

WEBSITE: [HTTPS://10PLUSBRAND.COM/](https://10PLUSBRAND.COM/)



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