





# Desiree Orient Tay

**Head of Global Operations / Musician**

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## About Me

A people-focused, well-networked creative committed to strengthening the music industry—supporting artists' by day and amplifying their music by night.

## Language

English



Chinese



Spanish



## Skills

- **Team Leadership**
- **Operations Management**
- **Sales Pipeline Development**
- **Canva Pro**
- **Music Direction**

## Education

**2021-2024 | Bachelor of Music in Music Business (Marketing), Summa Cum Laude**

Berklee College of Music

**2016-2020 | Music Performance (Drums)**

Lasalle College of the Arts

## Work Experience

**2023-present | Head of Operations (North America) & International Accounts**

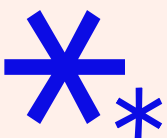
FATfreq Singapore / USA

I oversee US and international operations for FATfreq, leading North American sales, managing customer experience and logistics, and coordinating with our Singapore HQ. I develop high-value artist partnerships, drive marketing and content initiatives, run demos and ear impressions, represent the brand at major industry events, and build creative and institutional partnerships to grow FATfreq's presence in North America.

**2020-present | Artist Manager and Programme Executive**

The Local People Singapore

I manage logistics, curate social media content, coordinate with musicians for our art market events, and handle customer care and recovery services. My role bridges operations and community engagement to help create meaningful and smooth event experiences.



For more info:

