

# **BRANDING PROJECT**

In this project, I took on the role of **project manager and primary client liaison** for an **international start-up in the construction sector**. The client had developed a patented mounting system offering a solution that is faster, safer, and more sustainable than conventional methods.

The brief focused on **building a strong brand foundation to support the company's international expansion**. As a team, we were tasked with exploring their visual identity, refining their market positioning, and developing a brand strategy (SOMO and more) that could carry them confidently into new markets.

Beyond managing timelines and communications, I was actively involved in shaping the business strategy and growth plan. I collaborated with both the internal team and the client to define key opportunities for scaling, clarify the company's value proposition, and ensure alignment between branding efforts and long-term business objectives.

I facilitated workshops and pitch-meetings, guided research efforts, synthesized insights, and ensured our final deliverables addressed both the creative and commercial aspects of the client's ambitions.

***The result was a comprehensive brand and growth strategy that laid the groundwork for sustainable international development, delivered through a highly collaborative and dynamic partnership.***