

Branding Project

Role: Project Manager & Strategic Client Lead

Sector: B2B Branding | Construction Innovation | International Growth

In this branding and market expansion project, I served as both Project Manager and Primary Client Liaison for an international startup in the construction sector. The company had developed a patented mounting system that was faster, safer, and more sustainable than traditional methods.

The brief centered on building a strategic brand foundation to support the company's international growth. Our team was tasked with refining their visual identity, clarifying market positioning, and delivering a brand strategy aligned with their long-term ambitions.

My contributions:

- Managed project execution by coordinating timelines, facilitating team workflow, and ensuring consistent communication with the client
- Acted as strategic bridge between the client and creative team, translating business goals into actionable branding insights
- Led and facilitated workshops to align on vision, audience segmentation, value proposition, and positioning strategy
- Contributed to business strategy, identifying key scaling opportunities and ensuring alignment between brand development and commercial growth
- Synthesized research findings to guide the creative process and support evidence-based decisions across visual identity and brand narrative
- Supported pitch meetings and final delivery, ensuring the client received a comprehensive, practical strategy for market entry and brand consistency

We delivered a complete brand strategy toolkit: from visual direction to growth roadmap, built through close collaboration and grounded in both commercial insight and creative

ambition. The result positioned the startup for sustainable international expansion with a brand ready to scale confidently into new markets.