

RESUME
2024

BASED IN
JHB, RSA

Sam Mhlongo

Copywriter

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ABOUT

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WORK EXPERIENCE

2020 - 2022

→ SENIOR BRAND STRATEGIST

Warner & Spencer

Assist in managing the company brand portfolio, including oversight of naming strategies, brand name hierarchy, trademark management, and enforcement. Serve as project manager for brand projects.

2018 - 2019

→ BRAND STRATEGIST

Wardiere Inc.

Support Premium business teams to align their strategies and executions to the brand. Collaborate with other relevant functions to develop strategies that drive the Premium brand vision and objectives.

2016 - 2018

→ JUNIOR BRAND STRATEGIST

Larana, Inc.

Manage and track project budgets to ensure effective deployment and spend in line with budget. Ensure quality of Marketing and Creative briefs. Dedicatedly pitch new ideas to solve business challenges.

REFERENCE

HELENE PAQUET

CEO | Warner & Spencer
+123-456-7890

LORNA ALVARADO

CEO | Larana, Inc.
+123-456-7890

EDUCATION

2011 - 2016

BORCELLE UNIVERSITY, NY

Bachelor of Science in New Media and Internet Marketing

2011 - 2016

BORCELLE UNIVERSITY, NY

Bachelor of Science in New Media and Internet Marketing

EXPERTISE

Copywriting

Marketing

Product Development

SEO

Marketing Strategy

Branding

CERTIFICATIONS

2021

CERTIFIED BRAND STRATEGIST

Paucek and Lage

2020

CERTIFIED MARKETING
STRATEGIST

Paucek and Lage