



# Emma van der Merwe

Strategic Brand Management, and International Business Graduate

London, UK

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## Languages

Afrikaans (Work Proficiency)

German (Basic)

English (Fluent)

## About

Through my studies in International Business and Strategic Brand Management, I've come to understand that the synergy between branding and international business is where creativity and analytical thinking converge. My passion lies in harnessing this connection to drive impactful results for companies on a global scale.

As someone who thrives solving challenges, collaborating within teams, and immersing myself in strategic endeavors, I am excited to embark on a journey within the dynamic world of branding and international business. My ability to seamlessly navigate people and communication, coupled with a pragmatic and tenacious approach, enables me to contribute effectively to achieving business objectives.

If you're seeking an individual who possesses a unique blend of problem-solving acumen, a collaborative spirit, a natural creative, and a strategic mindset, I'm here to offer a fresh perspective. Let's connect and engage in a conversation about the intricate dynamic between branding and international business, and explore how my skills can contribute to your company's growth and success.

### BRANDS WORKED WITH

4 Day Week South Africa

Hudsons The Burger Joint

Offlimit Communications

Waterford Estate

## Experience



### Wine Consultant

Waterford Estate | Jan 2023 - May 2023

- Provided excellent customer service to guests in a fast-paced environment
- Communicated and interacted with international and local customers
- Built strong relationships with customers with developed interpersonal skills
- Assisted customers according to their preferences
- Collaboration with other employees to ensure smooth and efficient customer service

### Brand Strategist

4 Day Week South Africa | Aug 2022 - Oct 2022

- Collaborated within a team of 10 individuals to execute a digital campaign as part of a non-paid work experience.
- Applied brand strategies, customer journey mapping, and marketing concepts to craft an impactful campaign
- Developed strong collaborative and teamwork abilities, and organisational and marketing skills
- Strengthened empathetic skills through understanding target audience



### Brand Ambassador

Offlimit Communications | Jan 2022 - Dec 2022

- Engaged in promoting diverse client products and services to event attendees across various functions
- Specialised in the brand activation department, contributing to effective representation of clients' brands
- Nurtured strong interpersonal communication skills through guest interaction



### Waitress

Hudsons The Burger Joint | Apr 2018 - Aug 2018

## Education & Training

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- 2022 - 2022 ● **Vega School**  
Bachelors (Honours),
- 2021 - 2022 ● **University of Amsterdam**  
Bachelor's degree (Exchange programme),
- 2018 - 2022 ● **Stellenbosch University**  
Bachelor's degree,
- 2018 - 2022 ● **Stellenbosch University**  
Bachelor's degree,