

Introducing our GABWA VIC Team Member

Sandra Schwarz



Sandra is a **marketing and communications all-rounder** with a love for stories that connect people, ideas and cultures. Born and raised in **Nuremberg**, she holds a bachelor's degree in business administration and a master's in marketing and communication.

What began as a fascination with how people and processes work together turned into a passion for channelling that energy outward, shaping how brands look, sound and feel. This journey took her from an HR Consultant role in an international corporate environment to a **Brand Manager** position at an online furniture start-up, where she helped build the brand from the ground up, from identity and content to e-commerce and campaign strategy.

Fuelled by her **Wanderlust**, Sandra left Germany in **2023** to travel the world, spending over a year living in **Malaysia** and exploring Asia before settling in **Melbourne** at the end of **2024**.

Sandra speaks **three languages** (German, English and French) and knows firsthand what it means to start anew abroad. She values connection and exchange, carrying this perspective into her engagement with the GABWA VIC Team and projects like German Week Melbourne and the PMI Victorian History Library, where she blends storytelling, design and strategy to make culture and community come alive.

Having once led a traditional German folk dance group, Sandra knows that real connection happens in motion, when people share a rhythm, an idea or simply a moment of joy. Outside of work, she loves to dance, cook, explore new places and chase new experiences. Her latest adventure? Learning to kitesurf!