



Laura Lewis Director

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Strengths

Brand management
Communication
Writing
Organisation
Implementation
Assessing requirements
Project management
Attention to detail
Maintaining a smile

Out the office

Keen runner: completed the 2010 & 2013 Virgin London Marathons raising over £5,000 for charity

Embracing Nordic skiing: need to learn how to stop

Relaxing with friends and a good glass of red wine

PROJECT NEON

- **Highly organised, pro-active and enthusiastic**
- **Thrives under pressure**
- **Loves scoring off a to-do list**

Experience

Director, Project Neon AS
August 2016 - present
Stavanger, Norway

Offering outsourced marketing solutions to businesses who don't have a marketing resource, or teams needing an extra pair of hands.

- Launched Project Neon AS in August 2016

Maternity leave
December 2014 - August 2016

- Mum to Anders, born December 2014
- Family relocated to Stavanger in January 2016

Marketing and Communications Manager, ActivityMix
June 2013 - December 2014
Aberdeen, UK

- Joined the senior team to experience the workings of a small business
- Managed a repositioning and rebranding to support future growth strategy
- Extended the product portfolio, introducing new services to market
- Produced and executed marketing plans, integrated with sales activity to support the sales cycle
- Developed new marketing and sales collateral, including brochures, case studies, client testimonials and a quarterly newsletter for customers and prospects
- Managed communications coordinator and graphic designer

Vice President Marketing, Branding & Communications, Archer
March 2012 - June 2013
Aberdeen, UK

- Reported directly to the chief financial officer and executive vice president
- Led the global marketing, branding & communications team
- Global responsibility for the Archer brand and all associated marketing and communication activity
- Managed the corporate marketing team (director internal communications, public relations and communications manager and graphic designers) in addition to regional marketing coordinators

Marketing & Communications Manager, Archer
September 2010 - March 2012
Aberdeen, UK

- Second internal lead for the creation of the Archer brand platform
- Brand development project carried out within a three month timescale
- The Archer brand platform won the 2012 Transform Awards for best corporate re-brand following a merger or acquisition
- Developed a new company website and intranet for launch
- Established a complete set of sales support tools under the Archer brand, including product line literature, case studies and website content

PR & Marketing Manager, Nautronix
March 2007 - September 2010
Aberdeen, UK

- Responsible for all marketing activity including: exhibitions and conferences, media activities, editorials, press releases, marketing materials, website and co-ordination with sales activities.
- Developing internal communication platforms, strategic documents, including the company business plan and facilitating regular management strategic sessions

Education

BA English Language and Linguistics
Lancaster University: 2.1

3 A-Levels
Haywards Heath Sixth Form College, West Sussex