



LAURA LEWIS

FOUNDER & MANAGING DIRECTOR

EXPERIENCE

Founder & Managing Director, Project Neon AS

August 2016 - present

Stavanger, Norway

We work with start-up's, small businesses and even international players who don't have an internal resource or just need a helping hand. Flexible, yet dependable we offer a smarter approach to resourcing your marketing and communications function.

- Launched Project Neon AS in August 2016

Co-Founder, RQST

January 2017-June 2018

Stavanger, Norway

Requestify AS started as an exciting startup based in Stavanger, Norway, creating a new social platform designed to connect people through music.

Maternity leave

December 2014 - August 2016

- Mum to Anders, born December 2014 and Quinn, born November 2017
- Family relocated to Stavanger in January 2016

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

2001-2004, Lancaster University: 2.1

— Highly organized, pro-active and enthusiastic

— Thrive under pressure

— Love scoring off a to do list

Laura has 15 years' experience in marketing, branding & communications, including at the senior level of VP marketing, branding & communications. She has led a range of brand development projects and as a skilled project manager is able to support clients across their range of marketing requirements.

Strengths


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

Get in touch

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PROJECT NEON