

Lois Pawson

Address: 54 West Street, Shoreham-by-Sea, West Sussex, BN43 5WG, United Kingdom
Mobile: +44 (0)737 6061023 Email: lois@loispawson.art Website: loispawson.art Instagram: @loispawson

Education

- **MA Sequential Design / Illustration**, Distinction (University of Brighton, 2023)
- **MBA Master of Business Administration** (University of Sussex, 2002)
- **Certificate Narrative Illustration**, Grade A (University of Brighton, 2006)
- **Diploma Business Consultancy**, Masters Level Distinction (Oxford Brookes University, 2003)
- **A Levels x 2** in Art and Textiles & Dress (Reigate College, Surrey)
- **GCSEs x 8** Art, English, Maths, History, Classical Civilization, Textiles & Dress, Geography, Biology (StBedes Surrey)

Strengths

- Creativity
- Resourceful
- Problem-Solving
- Opportunity-Scanning
- Excited by New Methods & Ideas
- Organised
- Great Management Skills
- Reliable
- Harnesses Technology
- Goal-Oriented
- Team-Player
- Collaborative
- Sociable
- Eloquent Communicator
- Inspirational

Skills

- **Marketing:** strategic and tactical marketing for measurable results in commercial and social enterprise sectors, B2B and B2C, underpinned by training & qualifications from CIM (Chartered Institute of Marketing) and CAM Foundation, and MBA degree with study focus on online marketing, creativity in business and entrepreneurship.
- **Illustration & Making:** Analogue skills in creating artwork & model making – methods include use of intaglio & relief printing, chine collé, silverpoint, oil on gouache, textiles, pastel & oil pencil, book arts & foil blocking, pen & ink.
- **Digital Design:** Graphics & Illustration with Adobe Cloud Packages, Procreate, FontLab.
- **Film & Image:** Stop Motion Studio, i-Movie, GoPro, Procreate, Photoshop, After Effects, digital photography, raw image editing. Digital story-making project participant with University of Brighton PhD researchers.
- **Writing:** Press releases, creative stories, board reports, webpages, blogs, social media posts, speaker scripts.
- **Business Technology:** Microsoft Office Packages, Use & development of CRM systems and databases including InQuisita, Sales Logix, AMS, Partner 4 Windows, StaffPlan
- **Social Media Content & Campaigns:** LinkedIn, Twitter, Facebook, Instagram, LinkTree, Hootsuite.
- **Websites:** CMS and asset creation platforms including WordPress, Adobe GoLive, Dreamweaver, page optimisation, some coding & html experience. Commissioning high-budget new sites via external agents and self-creating modest new sites.
- **Online Campaigns & Analytics:** Google Analytics, SEO, Google AdWords, Sprout Social, HubSpot, NewZapp, Mail Chimp, Pure360, Survey Monkey.
- **Presentations & Events:** Online events & presentations via Zoom, Teams, Padlet, PowerPoint, Google Slides. Creation of pitch presentations, annual reports & newsletters. Hosting in-person events, workshops and curated exhibitions.

Employment

Apr 2016 - Ongoing

Illustrator & Maker

Self-Employed

- Commercial illustration - contract projects for books, textiles, editorial and online content, based at home studio
- Co-creating a children's book with a professional writer, 'picture books for older children' genre
- Arts sector marketing projects, organising and promoting events and exhibitions - including co-organising, promoting and exhibiting artwork with the Emotive Collective at the Regency Town House Hove in 2022
- Artwork chosen by Illustrator John Vernon Lord for 'Alice Illustrated' exhibition, Lewes, 2021
- Current participant in the 2023 World Illustration Awards, with a project about Persian art and poetry
- Maker of commissions: headdresses and costumes for performance arts, rose-based products, model making for stop-motion animations (with films chosen for two micro movie festivals)
- Running workshops in art and creative writing at University of Brighton and literary festivals

Apr 2017 - Oct 2020

Business & Marketing Manager

Martlets

- Co-ran Martlets Care – a 1.3M turnover social enterprise business with over 80 staff and health & social care workers, reporting to CEO of Martlets Hospice charity, working alongside registered care manager
- Responsible for marketing, communications, GDPR, commercial development, financial performance, strategic planning & tactical delivery. Working in the social care sector meant I am safeguarding trained & DBS checked.
- In my tenure; achieved record profits, attracted external project sponsorship funding, won 'Best Care Employer South East' award, implemented multi-channel re-branding with campaigns for recruitment and raising awareness, implemented innovative digital social care provision and prepared the business for Care Quality Commission assessments - achieving Good CQC ratings across all aspects of management and care provision
- Created an awareness-boosting community poetry project, resulting in a published book I designed, poetry reading events with professional actors, established commercial partnerships with bookshops, profits from event tickets and book sales raising profits for hospice

Oct 2007 – Mar 2016

Marketing & Business Development Director

Adams & Remers

- Responsible for marketing, communications & business development with upmarket law firm based in Lewes and London St James's, reporting to Senior Partner.
- Strategic marketing planning, tactical delivery, budgeting & reporting, website, digital marketing campaigns, newsletters, collateral & brand print, events & seminars, creating pitches & presentations, responding to tenders, public relations, national press relations, exhibitions, creating community events, charity events & sponsorships, creating business development plans with individual lawyers and sector groups, brand development, targeted CRM database activities. Managing staff and commissioning projects through external agencies
- Marketing achievements contributed to record commercial growth, expansion of offices into London, reputational recognition for business achieved in chosen sectors in legal & national press and growth in client base and case work

Jan 2004 – Oct 2007

Director of Marketing

Devereux Chambers

- Barristers' chambers based in London Temple, recognised for high-profile international civil law cases. A multi award winning business with international clients
- Responsible for marketing, communications, submissions for awards, public relations, CRM marketing, book launches, client events and pupilage training events

Oct 2002 – Oct 2007	Business & Marketing Consultant	Contracts & Freelance
<ul style="list-style-type: none"> • Business Boffins a public-funded project commissioned by Oxford Brookes University and Oxford Saïd Business School involving MBA & PhD graduates. I acted as a business mentor to support over 50 spin-out business start-ups from universities across Sussex and Oxford university colleges • University of Brighton - projects to establish and market new courses with School of Languages - including the University's first international MBA, Arabic and Chinese language courses • Euromonitor – commercial market research projects into supermarket brands and travel and tourism sectors • Chartered Institute Environmental Health - market research for hospital workplace safety courses • ABN AMRO - research into internal communications best practice, including input from the BBC • Commissioned Journalism - researching and writing commissioned feature articles and regular columns for business publications, including Dot.Net and Management Today 		
Sep 1996 – Oct 2002	Head of Marketing	ABN AMRO Venture Finance
<ul style="list-style-type: none"> • Responsible for marketing, brand, communications, sales lead generating campaigns, events for sales team and clients. Based Sussex, UK-wide remit, plus projects in Belgium and Netherlands. 		
1994 - 1996	Head of Marketing	Specialised Banking Intl.
<ul style="list-style-type: none"> • Responsible for marketing, brand, promotion & lead generation. Equipment for stock exchanges, banks and control rooms worldwide. International remit, based London. Record growth in sales achieved during tenure. 		
1992 - 1994	Account Management Specialist UK	Boehringer Mannheim (Roche)
<ul style="list-style-type: none"> • International healthcare diagnostics organisation. Project-managing international market intelligence and CRM database projects, working alongside management consultants McKinsey & Co. 		
1989 - 1992	Assistant to Divisional Director	Boehringer Mannheim (Roche)
1988 - 1989	Marketing Administration Assistant	Boehringer Mannheim (Roche)
1986 - 1988	Sales & Marketing Administrator	Moët Hennessy Louis Vuitton

Supporting Information

Current Memberships: Arts Marketing Association
Association of Illustrators

Interests: Playing Mandolin | International Cookery | Middle Eastern Dance | Rambles & Foraging | Sea Swimming | Gardening | Ancient & Local History | World Affairs | Galleries & Museums | Literature & Poetry | Art & Crafts

Voluntary: Furlonteer volunteer during the Covid pandemic 2020-2021 - acting as a marketing consultant and working with trustees of social enterprises on business development & communications projects - including work with award-winning social deprivation charity Flourishing Families Leeds

Pronouns: Mrs, She / Her

Myers Briggs: ENTJ Personality Type "Decisive people who love momentum and accomplishment. They gather information to construct their creative visions and rarely hesitate for long before acting on them"

References: Provided on request