

**Lilly Akseth**

**Lillyofsf@mac.com**

**Flat 4, 205 Putney Bridge Road, London, SW15 2NY**

**+44 (0) 77 8579 4470**

16 years experience in sales and marketing, graphic design and education within the Financial, Business and Arts and Cultural sectors along with a law degree emphasizing in Intellectual Property, Copyright Law and Litigation. Spanning wide-ranging project and account management experience in financial, educational and publishing areas. My strengths include excellent business, communication and analytical skills with an outstanding record in client relations. I work independently and part of a team to ensure client needs are met and have held various head of design, sales and marketing roles for print and product projects in both the UK and the USA for a number of commercial and private clients. I also completed my GDL in Litigation, IP, Copyright and Media Entertainment law and was a McKenzie Friend for three disputes of contract: Sale of Goods, Rental Contract and Breach of Contract, all successfully won at Guilford County Court between 2018-2020.

#### Advanced Skills

- Licensing / Trademark / Copyright Clearance
- Intellectual Property Rights Clearance through EUIPO, IPO Information Centre, P-04 Registration
- Adobe Illustrator and Photoshop
- Microsoft Office
- Spanish

#### Employment History

**www.lillyakseth.com, London, UK**

**Oct 2010 – present**

#### **Designer and Creative Artist Agent**

London-based freelance designer offering high impact design and marketing materials including:

- branding, brochures, newsletters, advertisements, websites, exhibition displays, packaging, company logos, and corporate stationery;
- artist representation including image rights management and clearance; and
- organization of private gallery shows, sale of prints (both commercial and limited edition) along with commission service management.

**Law Offices of Janis A. Carney, Saratoga, CA, USA**

**June 2018 – Dec 2018**

#### **Law Clerk**

- Law clerk to the Equity Administration and Trusts seat;
- assisted in court filings, worked closely with clients and attorneys, arranging, organizing and analysing asset information; valuation of assets and strategizing allocation to sub-trusts; preparation of inventories, asset allocation agreements, asset transfer of documents, and Judicial Council forms;
- research of and drafting grant deeds, trust transfer deeds, and supporting documents; and
- drafting probate pleadings, including fiduciary reports/accountings.

**Hansel and Henson Intellectual Property and Media Lawyers, London, UK**

**June 2015 – Sept 2015**

#### **Paralegal**

- Assisted in proofreading and drafting new clauses in T&Cs for multimedia and design clients;
- created research notes regarding AVMS Directive for the Secretary of Cultural Affairs UK;
- filed correspondence under the supervision of solicitors and litigation managers. Attended client meetings, advised on commercial licensing rights of images through third parties;
- drafted new T&Cs for Marketplace App.
- assisted on a UK unregistered design right infringement case with court attendance to file defence and additional Part 20 claim in the matter; and
- created evidentiary material for design dispute.

**Bridgeman Images, London, UK**

**Aug 2014 - Jun 2015**

**Licensing Account Manager, International Sales and Partners**

- Manager for image licensing and client management in various territories across the globe: Scandinavia, AustraliAsia, Netherlands, Spain and South America.
- ensured copyright and trademark clearance of private collections, artists and estates; and
- head of market research, developing marketing strategies and campaigns to further expand the Bridgeman brand.

**West London Free School, London, UK**

**Aug 2011 - Sept 2014**

**Head of Department: Art and History of Art**

- one of the seven founding members of the West London Free School and Head of Art for 360 pupils;
- head of Art for a school of 360 pupils;
- created and implemented a unique KS3 curriculum in History of Art and literacy, including an assessment policy for the UK under the Secretary of Education in 2012 with construction of long-term and medium-term plan schemes of work;
- responsible for budgetary planning and control;
- line manager of support staff and entire department;
- form tutor of KS3 pupils;
- creator and leader of 'I Love London' activities week for three consecutive years; and
- responsible for branding and visual impact of WLFS.

**V&A Images (VAI), Victoria & Albert Museum, London, UK**

**Aug 2006 – Dec 2010**

**Commercial Licensing Account Manager / Head of Design**

- Responsible for commercial image licensing within global editorial media sector, auction houses, corporations, bespoke and on-demand products alongside all licensing for exhibition merchandise of loan objects from the V&A;
- supervised account management projects for international agencies representing VAI within objective territories;
- managed and supported a portfolio of international distributors, negotiated price agreements and maintained sales databases including targets, lapsed clients, license renewals and pipeline;
- prioritized and action tasks to enable senior manager to achieve outcomes whilst ensuring that the CEO of VAI was supported to achieve the required outcomes and targets in a timely manner;
- team leader on design projects and exhibitions including: Anthropologie, Vogue Magazine, Art Institute of Chicago, Stylist Magazine, De Young Museum San Francisco, Legion of Honour Museum San Francisco, Flow Magazine; Netherlands, Surface View UK, Penguin House, Bloomsbury Publishing, Universal Music, BBC, Elle Décor, Tate Enterprises

**Head of Design**

- VAI marketing team leader for the website and brand restructuring campaign;
- bespoke Printing via VAI for international exhibitions;
- corporate Stand and Advertisement Postcard designs for Expos attended around the UK;
- mini Cooper design External Car Design project with Surface View UK;
- *'The Limited Edition Prints of the V&A'*. Project in conjunction with the National Collection of the Art of Photography and BBC History Magazine;
- V&A Images Customer and Client monthly online newsletter design of future images and products to private and corporate clients.

Specialties:

- B2B and B2C licensing of image, footage and 3D content;
- Monetization of content, direct and through distribution networks;
- Experienced in change management and team restructuring; and
- Intellectual Property rights clearance.

**The Art Loss Register, London, UK**

**Aug 2005 – Aug 2006**

**Researcher and Data Entry Assistant**

- Responsible to collating data from clients reporting stolen art and entering into the system along with notifying necessary authorities within the UK and nations states with information the database had on pieces; and
- checked objects within the ALR database cross-referencing information to prevent handling of stolen art with the provenance research team.

**Applied Income Sciences, San Francisco, CA**

**June 2004 – Aug 2005**

**Operations Manager**

- Manager of operational activities for a hedge-fund dealing in investments and trading of small and large debt portfolios;
- implemented strategies focused on long and short equity aimed to profit from superior research; and
- stock picking skills through procurement of best options and reducing result stock market exposure by selling portfolios of those believed to perform less well.

**Education**

- **BPP University of Law 2015 -2017** – GDL: Advanced Litigation, Intellectual Property, Copyright and Media
- **Courtauld Institute of Art, University of London 2006-2008** – Postgrad Diploma, History of Art
- **University of Manchester, Sotheby's Institute of Art 2005-2006** - Postgrad Diploma, History of Art
- **University of San Francisco 2002-2004** - BA (Hons): Fine Art (Graphic Design), Minor History of Art
- **UC Berkeley 2000-2001**- Degree: Medieval and Modern English Literature