

Deborah Lawson

Business Profile

Community involvement has always been a large part of my career. In the last 10 years, I have hosted many events and spent time within and among local business people, professionals, and local retirees to successfully raise funds to build a gymnasium, a stage, and begin a fund for a large school building. I have lead capital campaigns and other fundraising activities, completed feasibility studies, polled the community, and marketed projects. The total raised from these efforts is over \$6 Million dollars in 10 years.

Moore County is a special place with its proximity to Fr. Bragg, its retirement allure, and it's young and ambitious business owners. I would like to find a position that would permit me to integrate my knowledge of the history of the County with its prosperous and promising future.

Experience

2012-2022 (present)

St. John Paul II Catholic School

Director of Institutional Advancement Office Manager, Admissions Director, Director of Marketing

I developed a marketing plan to increase school enrollment. Designed and created a comprehensive website that is interactive with the community. As admissions and marketing director, I was successful in increasing enrollment of the school by almost double in 6 years (to reach the capacity of the existing school building). Helped plan, design, and organize the build of the gymnasium and new school building by meeting with architects, commercial contractors, attorneys and town officials. Managed the office staff and was an active part of the Finance Committee, the School Leadership, the Building Committee. Raised over \$6 Million to advance the school with its build-out.

2010- 2012

Wells Fargo Mortgage, Southern Pines

Mortgage Loan Officer

Met with clients from all over Moore County to help them secure mortgages and refinances. Maintained a database of homes and borrowers, to keep in contact.

2008-2010

Berkshire Hathaway Real Estate, Southern Pines, NC

Realtor

Worked with Buyers and Sellers throughout Moore County to aid in home sales or purchases. Sold lots, land, single family homes, horse farms, and commercial properties. Marketed and created visual and digital aids to help the buyers and sellers, Maintained a large client database for use with contact and follow up after transactions.

2000 - 2008

Lawson & Greenleaf Real Estate, Southern Pines

Broker/ Manager/ Owner

Hired and helped train over fifteen Real Estate Agents. Successfully sold over \$10 Million in Real Estate yearly. Handled payroll, bookkeeping, marketing and maintained a sales position. Worked with local offices (Town of Southern Pines, Pinehurst, Cameron & Carthage) to help clients obtain permits needed to meet their needs. Found land and commercial location sites for a daycare center, a school, Veterinary clinic, and small shops, as well as sold many homes throughout the county.

References

John Donohue

Principal, St. John Paul II School

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Rusti Welch

BOD, Foundation for First Health

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Contact

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Address

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Education and Licenses

1988

BA Journalism/ Public Relations Minor: Russian Studies

St. Michaels College
Winooski, VT

1995 to Present

Licensed Real Estate Agent, NC

2010 - 2012

NMLS Licensed Mortgage Broker

Proficiencies

- Microsoft Office
- Canva Create and Design
- Adobe Creative Cloud
- Donor Perfect Database Management
- Constant Contact Communication
- Strong office administration skills

Community Positions

1998-2001 BOD, Bethany House

2001-2002 BOD, Southern Pines Business Association

2006-2011 BOD, Sandhills Children's Center

2014-2020 BOD, LifeCare Pregnancy Center