

BECNEL



Areas of Expertise

Becnel Group is the culmination of unique, complimentary skills that contribute to a businesses' overall success.

The Becnel Group meets with you to understand your metrics of success and then apply our business acumen to identify, design and implement programs and campaigns strategically.

This is Accomplished Through

Strategic Business
& Customer
Development

Contention
Creation &
Production

Curated Event
Production &
Management

Global Network of
Industry Experts

By engaging with Becnel Group, you tap into over a decade of global experience in legacy sectors, and allow you and your team to remain focused on your business while we strategically identify, development, and implement new opportunities.

At a Glance Project Experience

- New Business Development
- Strategic Growth
- Partnership Development
- Customer & Portfolio Management
- Destination & Business Marketing
- Video & Photo Production
- Digital Media Marketing

Whether you are a business looking to diversify, scale, or just want to redefine who are in this new world, let us help you.



ELIANA BECNEL

Becnel Group

Founder & President

Eliana has sat in almost every seat at the table, from conceptualizing to executing, and most notably, across industry sectors, and global markets & time zones. Eliana's approach to all projects is based in communication and capitalizing on consumer trends to create individualized campaigns poised for scalability.

Greater New Orleans Inc.

Business Development - 2018 - 2020

- Project manager for regional ecosystem development and attraction in the Food & Beverage and Music & Entertainment sectors.
- Consult on aviation and hospitality sector development with an emphasis on identifying and nurturing business-centric opportunities.
- Establish and manage business retention & expansion (BRE) program and reporting for the Greater New Orleans region, coordinating state and parish partners.
- Oversee, manage and execute domestic and international familiarization and canvassing missions.
- CRM management for business development team.
- Manage multiple interns and project related volunteers and contract employees.
- Established first of its kind statewide partnership: GNOFAB Entrepreneur Ecosystem

British Airways

Corporate Accounts - 2017 - 2018

- Business & brand development with an emphasis on corporate travel growth defined as frequency and/or revenue.
- Managed corporate travel portfolio for: AUS, BNA, DFW, HOU, MSY.
- Cascaded impactful market and industry news to inform and create relevant regional strategy.
- Received performance recognition for establishing an open and reactive line of communication between companies, time zones, and departments including: commercial, network, and revenue.

New Orleans & Company

Convention Sales - 2012 - 2017

- Proactive business attraction across industry sectors identifying new domestic and international clients including: corporate and association conventions and meetings.
- Focused on mid-Atlantic and southeast territory, 10 to 2,500 on peak; rotated international territory.
- Worked with the end-user, decision-maker and/or third party to define success & metrics.
- Exceeded individual goal by 12%-45% annually.

Additional experience: **AIA New Orleans, Project Manager, 2010-2012 | ApHC, Executive Secretary & Special Projects, 2008-2010**

"Now's the time to apply my experience to businesses and individuals that operate with the same ethos I do: to leave the world a better place than it was received it."



RYAN BECNEL

Freret Co.

CEO

Ryan is the Founder, President and CEO of Freret Company, a media & consulting firm based in Denver, Colorado with offices in New Orleans, Louisiana and London, England.

Freret Co. focuses on producing high quality video and still photography for clients across a wide range of market segments, in the United States & Europe.

Freret Co.

Founder & CEO - 2018 - Current

- Direct, plan, or implement policies, objectives, or activities of organizations or businesses to ensure continuing operations, to maximize returns on investments, or to increase productivity.
- Prepare budgets for approval, including those for funding or implementation of programs.
- Negotiate or approve contracts or agreements with suppliers, distributors, federal or state agencies, or other organizational entities.
- Establish departmental responsibilities and coordinate functions among departments and sites.

PosiGen - Energy

Director of Marketing - 2013-2016

- Direct the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities.
- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.
- Conduct economic or commercial surveys to identify potential markets for products or services.

R&D DESIGN

Founder & CEO - 2014 - 2018

- Work with creative directors to develop design solutions. Review and approve art materials, copy materials, and proofs of printed copy developed by staff members.
- Formulate basic layout design or presentation approach and specify material details, such as style and size of type, photographs, graphics, animation, video, and sound.
- Hire, train, and direct staff members who develop design concepts into art layouts.
- Prepare detailed storyboards showing sequence and timing of story development for television production.

Livery - Transportation

Director of Marketing - 2010-2013

- Manage own accounts and projects, working within budget and scheduling requirements.
- Confer with creative, art, copywriting, or production department heads to discuss client requirements and presentation concepts and to coordinate creative activities.

Contact

Becnel Group

Eliana Thompson Becnel

eliana@becnelgroup.com

+1.504.655.3642

[LinkedIn](#)

Ryan Becnel

ryan@becnelgroup.com

+1.504.655.5911

[LinkedIn](#)