

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.

<i>This is Accomplished Through</i>			
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.

<i>At a Glance Project Experience</i>
<ul style="list-style-type: none">- 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.

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.

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.

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

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