



FRANCESCA BEECHING

An experienced **Head of Marketing and Communications**. I successfully create growth for world leading entertainment and luxury brands, using strategies underpinned by data insight, product development, creative content, media relations, media planning and CRM. Brands I have delivered for include LOCOG (London Organising Committee of the Olympic and Paralympic Games), Toyota, Royal Ascot and Formula One. I've recently taken a career break through maternity leave and am looking to return to work as a freelance marketer.

Strengths & Key Skills

- Leadership – an experienced senior team member who has coached and mentored her own marketing team
- Campaign planning – marketing strategy, media planning, creative campaign management, reporting
- Brand management – designing and re-launching existing high-profile brands as well as launching new brands
- Digital marketing – paid and organic social media, UX, data acquisition, analytics, display, dynamic retargeting, email marketing and PPC
- Data insight – customer profiling including transactional and perception-based analysis
- CRM
- Creative content marketing – tailored content creation optimised by channel and audience
- Pricing – pricing strategy and responsibility for delivering £17.5m admissions budget
- PR and communications – communications strategy, crisis communications, media relations, media rights
- Business development – working with sponsors, licensees and high net worth individuals

RELEVANT PROFESSIONAL EXPERIENCE

Ascot Racecourse
Head of Marketing
Jan. 2021

Ascot, UK
Dec. 2013 –

Led a team of 10 to deliver Ascot's marketing strategy, achieving revenue, brand and communications targets across Ticketing, Fine Dining, Conference & Events and onsite retail (including Betting, Food & Beverage and the Ascot Shop).

Key Achievements:

- Grew Royal Ascot ticket sales from £10.2m to £14.9m, Ascot Raceday ticket sales from £1.8m to £2.5m, doubled growth in Royal Ascot hospitality to £16.7m and grew Conference and Events sales to £2.5m between 2014 and 2020
- Built a team of 8 to develop and implement a content marketing strategy to support growth outlined above
- Led an insight project to underpin Ascot's annual communications plan increasing customer retention by 15%

- Successfully launched the new Ascot brand (and sub-brands) internally and externally, reinforcing Ascot's brand values and increasing revenue, acquisition and brand loyalty
- Led Ascot's marketing and communications response to COVID-19
- Delivered annual advertising campaigns across all Ascot and Royal Ascot products including B2B
- Used transactional, behavioural and digital insight to optimise Ascot's digital channels and content. 40% growth in sessions and a 16% increase in session duration at ascot.co.uk; 200% growth in Ascot's social media audience to just over ¼ million engaged users across Facebook, Twitter, LinkedIn and Instagram in four years
- Led Ascot's consumer PR strategy
- Supported delivery of Ascot's lead-generation strategy, doubling our marketable database in four years
- Launched a new betting brand, Bet With Ascot, achieving target in years 1 and 2
- Amplified Ascot's own marketing through stakeholder relations, including sponsors, partners and licensees

Beardmore Ventures
Head of Communications
2013

London, UK
Feb. – Dec.

Delivered the communications strategy and managed sponsor relations (Intel and Land Rover) for polar explorers, Ben Saunders and Tarka L'Herpeniere when they became first to complete Scott's return journey to the South Pole.

London Organising Committee of the Olympic & Paralympic Games
London, UK
Press Officer
2012

Mar. – Sept.

Responsible for proactive communications – driving publicity and managing multiple stakeholders across London 2012 competition and non-competition venues in the build up to the Games to drive ticket sales; and reactive communications – working with central government, local government, sponsors, venues, international federations and national Olympic committees to deliver a strategic response to 'issues' such as security, ticketing and 'leaks. Played a pivotal role in the Main Operation Centre coordinating LOCOG communications during the Games earning an indepth knowledge of the UK major event infrastructure.

Racing NSW
Australia
General Manager – Marketing
Sept. 2010 to Jan. 2012

Sydney,

Developed and delivered a strategic marketing plan for NSW thoroughbred racing to raise investment in the sport by driving racecourse attendance and sponsorship.

- Led a team of seven to deliver the marketing and communications strategy
- Led the re-brand of Sydney's international racing carnival, Sydney Carnival to position it as a major national and international event. Managed a project team of 15 senior stakeholders. 400% increase in online traffic
- Drove the revamp of NSW racing's loyalty program to ensure commercial viability and improve performance. Member engagement increased by 5% in the first three months
- Instigated sponsorship to develop and launch a joint tourism-racing marketing initiative to support country racing. Attendance increased by 175% at the first event and 88% at the second

Toyota (seconded by Haystac)
Australia Sponsorship Activation
Sept. 2008 to Apr. 2010

Sydney,

Responsible for delivering an integrated marketing communications strategy to maximise Toyota's return on sponsorship investment and enhance its reputation. Sponsorship properties spanned sport, arts, environment, fashion and entertainment. Played a key role within Toyota's crisis management team during 2010 product recalls.

KHP Consulting
& Bahrain
Event / Project Manager
Apr. 2008

London, UK

Aug. 2005 to

Responsible for events and project management in Europe and the Middle East on behalf of KHP – a London based sports marketing agency. Key achievements included developing a national marketing and events campaign to educate Bahrain about Formula One driving Grand Prix ticket sales and creating the Motorsport Business Forum Middle East.

EDUCATION & INTERESTS

Edinburgh University, Scotland. MA Geography – 2.1 (September 2001 – June 2005)

Marlborough College, Wiltshire. A Level Business Studies - A, Geography- A & French – C. 10 GCSE's – all 'A'

Interests Sport – horse racing, tennis, skiing; Millinery; Theatre; International Travel; Photography