



Rebekah Frech

An experienced and ambitious Marketing Manager with commercially focused expertise in retail and brand development.

Liverpool, UK

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Languages

English (Native)

About

Profile An experienced and ambitious Marketing Manager with commercially focused expertise in retail and brand development.

BRANDS WORKED WITH

- Black & Ginger
- FRC Group
- Good Market
- The Very Group

Experience



● Managing Director

Good Market | Jan 2021 - Now

Management, development and growth of socially good and purpose driven, independent retail platform Good Liverpool & Good Market

Leading the growth of this innovative platform from a small, localised, retail response to the pandemic to a national, online retail platform and growing regional market place. Some of the roles and accomplishments are outlined below:

Building and working with an established network of partners and retailers; from small startups, to Liverpool City Region, Culture Liverpool, Metquarter and LUSH. Partnering with good people and working alongside them to help meet their needs has been core to my role at Good Liverpool.

Digital Communications & PR – Creating and delivering consistent messaging and comms to both B2B and B2C partners. Curating, supportive and relevant content backed with a commercial understanding and focus.

Social Media & Marketing - Building out an engaging growth strategy using emerging trends and innovative content for our growing audience over 10K followers. Managing both PCP/ organic campaigns, traditional and digital press.

Good Market curation & management – Delivery of over 100 local, independent, curated markets across 5 venues in the Baltic Triangle, City Centre, South Liverpool and Sale, hosting over 500 small businesses since May 2021.

Supporting the Good Business Festival, as their lead retail partner, showcasing 30 homegrown, small businesses to leading global brands and buyers over the 3-day festival in March 2021.



● Marketing Manager

Black & Ginger | Jan 2021 - Now

Providing ad hoc support for leading North West creative agency Establishing social media strategy for new clients including Manchester City. Developing in-house PCP campaigns for optimum marketing reach. Presenting analysis and performance to internal and external stakeholders



● Growth Manager

FRC Group | Feb 2019 - Dec 2020

Built and delivered a new Digital Comms strategy for established furniture resource charity and e-commerce platform. Led on marketing and operations of 'Free Furniture' events in the Cities most deprived locations for those in vulnerable situations. Improved customer journey by transforming used-furniture store to be a more comfortable and inviting destination for customers facing adversity. Developed a simple e-commerce website to aid customers unable to visit the store. Established B2B partnerships and relationships to procure

quality, reusable furniture. Headed up 'Computers for Kids' initiative from procurement of reusable IT equipment to resale to schools for use and distribution to families in need of help with distance learning during the pandemic.



● Visual Merchandising Manager

The Very Group | Sep 2012 - Oct 2017

Ensure that online sales and conversion opportunities were maximized across the website and all social media platforms.

Senior member of the regeneration team taking Shop Direct Group from 'Littlewoods' & 'Very' catalogue company into a dynamic web first brand, focusing on use of emerging technologies, UX, commerciality and trends.

Worked with in-house and external partners in production, digital, e-commerce and photo studios to ensure that this transition was a success.