



CONTACT



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EXPERIENCE

FRACTIONAL CMO

The Market Exec
Roanoke, VA
Jan 2023 – Present

CHIEF MARKETING COMMUNICATION OFFICER

VP OF BRAND
ValleyStar Credit Union
Rocky Mount, VA
Jan 2020 – May 2023

BOARD CHAIRWOMAN

The Advancement Foundation
Vinton, VA
Aug 2013 – Present

BOARD MEMBER

Coastal Connections, Inc.
Vero Beach, FL
Feb 2021 – Present

DIRECTOR OF MARKETING AND COMMUNICATION

Virginia Tech
• Pamplin College of Business
• Biocomplexity Institute
Blacksburg, VA
Mar 2017 – Jan 2020

BROADCAST JOURNALIST

WFXR (FOX) / Roanoke, VA
WCPO (ABC) / Cincinnati, OH
WBAY (ABC) / Green Bay, WI
KCBD (NBC) / Lubbock, TX
Jun 1996 – Mar 2017

BECKY FREEMAL

PERFORMANCE PROFILE

- People-focused, data-driven leader centered on fostering a climate of trust that creates opportunities across diverse ecosystems
- Revenue-driving strategist with the business acumen to execute on ideas that bring financial gain for organizations
- Logic-based factfinder
- Award-winning storyteller with experience in authentic persuasion
- Keen navigator of the regulatory and compliance landscape
- Entrepreneurial and innovative communicator with the ability to synthesize information into clear, concise messaging
- Creative problem solver and dynamic negotiator who asks the right questions
- Decisive influencer confident in the open-minded ideation space
- Strategic thinker with a keen eye for identifying thought leaders, brand influencers and loyal audiences

SELECTED ACHIEVEMENTS

- Led multi-team initiative with a focus on trust, building an award-winning brand voice, targeting key demographics, with acute understanding of regulatory requirements:
 - Website pageviews ↑ 105.36% – bounce rate ↓ 99.36%
 - Facebook CPC (\$2.03) exceeded industry benchmark by 46%
 - YouTube CPV (\$0.01) exceeded industry benchmark by 66%
 - YouTube VCR (98%) exceeded industry benchmark by 60%
 - Email unique open rate of 30.2% driving 69% of conversions
- Flipped marketing team from a support role to a driving force of revenue with >\$100M in year one of onboarding and products campaigns.
- Engaged a public relations campaign for a global research institution, resulting in close to 90 earned media placements within first year.
- Instituted and supervised on-page and off-page website optimization project that included ongoing PR efforts and an aggressive backlink campaign, with the following results:
 - 41.9% ↑ users – 45.9% ↑ sessions – 61.1% ↑ pageviews
- Secured resources for economic development initiatives:
 - Developed major gifts and grant program resulting in more than \$4 million in resources for entrepreneurship, economic growth and small business development
 - \$300,000 in USDA loan programs to small businesses
 - Intermediary for 10+ years on major government program which placed 200 AmeriCorps members with community nonprofits.
- Recognized as an outstanding writer, storyteller and brand builder: Winning an ADDY Gold Award, Gold Telly Award and CUNA Diamond Award with marketing spend of \$1.65/per member less than peer credit unions.

AREAS OF EXPERTISE

CORPORATE STRATEGY AND CHANGE MANAGEMENT

- Successfully led a team in a dispersed work environment through a global pandemic, and the transition of three CEOs during that same time period.
- Turned a marketing team from a support role to a revenue driver; showing consistent upward trends in MoM loan applications and increased deposits while trending toward a younger age group in its high consumption years.
- Navigated a “this is how we have always done it” workplace with minimal marketing data into a cross-departmental collaboration of data warehousing and storytelling, with trend reports to inform strategy.
- Introduced AI-based technology for both external and internal audiences to offer the ease of digital experience, while reimagining new ways to communicate with and connect people.
- Built metric-based infrastructure to strengthen growth strategies, optimize strengths and reduce pain points.

PERFORMANCE MARKETING

- Built and led team to tightly align organizational and marketing strategies. Created marketing stack that built benchmarking and trend reports for the following: search and display ads, SEM, SEO, customer journey conversions, triggered emails, direct mail, household growth, products-per-household, onboarding, reboarding, new product campaigns, propensity and profitability models, paid and organic media.
- Drove \$28.6M in revenue in first year of triggered email campaigns for onboarding and new products while consistently exceeding industry standard open rates.
- Increased deposits by \$70.7M by going first to market with a share certificate promotion as financial institutions were navigating a run on banks of steep cash withdrawals.
- Executed inaugural Pamplin Engagement Summit through recorded and livestream video, website, and social media content, capitalizing upon alumni relationships. Initiated fundraising campaign for Virginia Tech’s Global Business and Analytics Complex by raising an initial \$10 million dollars.
- Guided and developed successful data-driven messaging for a global technology research institute through multi-platform approach, producing and executing an in-person and livestream, multi-camera, global supercomputing research symposium. Increased brand messaging reach by 85%, social post reach of 4,500, and video view of 1,500 with total minutes viewed at 2,480.
- Build integrated video content marketing plan through compelling storytelling strategy to customize targeted messages through photography, script writing, and audio/video editing techniques. Increase SEO; online video engagement reaching 32,560 LinkedIn views, 15,000 Facebook views, 5,825 Twitter views.
- Implement and align website traffic with video strategy to optimize SEO.

PURPOSE-DRIVEN LEADERSHIP

- Built teams and organization-wide collaboration by utilizing a listen-first, data-driven approach
- Guided and empowered team to be astute students of the regulatory and compliance space.
- Transformed brand voice to prospect new business and generate awareness of younger demographic with a reach of 245,238 Facebook impressions and 760,713 YouTube watch views of 100%.
- Created effective entrepreneurial ecosystem to launch startups for more than 800 entrepreneurs through the execution of key strategies to discover and build infrastructure, support and resources.

PHILANTHROPY AND COMMUNITY RELATIONS

Board Chairwoman, The Advancement Foundation (Vinton, VA)

- Developed major gifts and grant program resulting in >\$3 million in resources for the community.
- Lifted small businesses by connecting them with \$300,000 in USDA loan programs.
- Intermediary on major government program, placing 200 Americorps members with nonprofits.

Board member and former board President, ValleyStar RISE Foundation (Rocky Mount, VA)

- Built mission, vision, core values and established 501c3 status with IRS.

Board Member, Coastal Connections Inc., (Vero Beach, FL)

- Launched website and strengthened brand to promote environmental causes that carry economic impacts, including the economic value of the tourism and fishing industries.

Keynote Speaker:

- Women of Achievement – promoting women and the impact of their career achievements
- Go Red for Women – signature women’s initiative for American Heart Association

Emcee/committee member for the Office of U.S. Senator Mark Warner’s Virginia Women’s Conference.

Emcee and Executive Leadership Team, American Heart Association’s Heart Ball

- Team grossed more than \$530,000 by pursuing key donors and corporate partners.

Emcee and Leadership Team, Heels for Healing

- All-women luncheon, raised >\$150,000 for life saving equipment at Carilion Clinic Children’s Hospital

Mentor and coach; Girls on the Run, Big Brothers

MEDIA AND PUBLIC RELATIONS

- Bring together multiplatform, multimedia team to build and successfully pitch 90 earned media hits for global supercomputing research institute within first year; including VICE with 7.34 million unique visits per month and WIRED with a monthly reach of 62 million.
- Collaborate across multi-disciplinary teams to build and strengthen relationships, connect with opinion and thought leaders, brand influencers, and key stakeholders with multilayered approach, including in-person, social media, blog and podcast.
- Research target audiences and the journalists who cover those stories to build successful long-term projects while managing daily brand awareness at local, national and international levels.

RESEARCH AND WRITING

- Consistent student of the ever-changing regulatory and compliance space to ensure all requirements are met and guidelines thoroughly understood.
- Break down the latest fintech, AI, supercomputing, tech and entrepreneurial platforms to gain an in-depth grasp of complex subject matter quickly and transform facts into compelling storytelling.
- Edit copy using AP Style, research facts and developing clear and concise content.
- Leverage analysis of qualitative and quantitative data to develop and implement strategies to gain sustainable revenue.

EDUCATION

- **MASTER OF BUSINESS ADMINISTRATION (MBA)**
Virginia Tech / Blacksburg, Virginia
- **BACHELOR OF SCIENCE (B.S.), COMMUNICATION**
Ohio University / Athens, Ohio
- **SUSTAINABLE BUSINESS STRATEGY**
Harvard Business School Online and Callahan & Associates
- **REAL ESTATE SALESPERSON LICENSE**
Department of Professional and Occupational Regulation / Virginia

AWARDS

- **Gold Telly Award, May 2022**
 - “We Speak Your Language” brand voice launch, :30 second commercial
- **Gold ADDY, March 2022**
 - “We Speak Your Language” brand voice launch, :30 second commercial
- **CUNA Diamond Award, March 2022**
 - “Real People. Real Stories.” website and social media video to support new brand voice
- **Regional Edward R. Murrow, November 2017**
 - “Cost of Dying” news series on the profound impact of a woman’s end-of-life journey
- **Angels in Adoption Honoree, September 2015**
 - Advocate of adoption through storytelling, nominated by U.S. Senator Mark Warner
- **Regional Emmy, June 2015**
 - “The Journey Home” news series on international adoption
- **Regional Edward R. Murrow, April 2015**
 - “The Journey Home” news series on international adoption
- **Award of Excellence, Wisconsin Broadcaster’s Association, July 2002**
 - Hobart, WI Officer Deaths, breaking news/live coverage
- **Award of Excellence, Wisconsin Broadcaster’s Association, July 2002**
 - Quadgraphics Fire, breaking news piece
- **National Edward R. Murrow, November 2001**
 - “America After 9-11” newsroom series
- **Regional Edward R. Murrow, November 2001**
 - “America After 9-11” newsroom series