



FRANCES FLEMING

BA (Hons), PGDipM

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MARKETING & COMMUNICATIONS LEADER

Commercially focused Marketing and Communications Manager with 20+ years' experience driving brand growth, digital engagement, and multi-channel campaigns across complex, multi-entity businesses.

Proven track record of building and delivering marketing strategies that directly support revenue growth, brand positioning, and business expansion, including within fast-paced, multi-site environments. Combines strategic thinking with a hands-on approach, leading everything from website development and digital campaigns to internal communications and large-scale events.

Skilled at shaping compelling brand narratives, managing stakeholder communications, and delivering measurable impact across B2B and B2C audiences. Experienced in leading small teams, working cross-functionally, and partnering with external agencies to execute high-quality campaigns.

CORE EXPERTISE

- Marketing Strategy and Growth Alignment
 - Brand Development and Multi-Brand Management
 - Digital Marketing (SEO, PPC, Email, Social Media)
 - Website Development and CMS (WordPress, Wix)
 - Content Creation and Storytelling
 - Internal and External Communications
 - Event Strategy and Delivery
 - Campaign Analytics and Performance Optimisation
 - Stakeholder and Vendor Management
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PROFESSIONAL EXPERIENCE

Freelance Marketing Consultant | Loudmouse Marketing & PR | Aug 2016 – Present

Provide strategic and hands-on marketing support to SMEs across diverse sectors, often operating as an embedded marketing lead.

Key Achievements:

- Delivered full brand development, website builds, and go-to-market strategies for new and growing businesses
- Designed and executed integrated digital campaigns including SEO, social media, and PR
- Developed tailored messaging and content strategies to position clients within competitive markets
- Managed external suppliers (designers, developers, printers) to deliver high-quality outputs

Selected Recent Projects:

- Full brand launch and marketing strategy for a new florist business (online + retail)
- Website redevelopment and brand refresh for organic farming business
- Business relaunch strategy for hospitality and tourism client, including partnerships and PR

Group Marketing Manager | Tuckwells (John Deere Dealership Group) | Mar 2022 – Mar 2024

Led marketing across a multi-site business spanning B2B and B2C markets, including machinery sales and retail operations.

Key Achievements:

- Developed and implemented a group-wide marketing strategy aligned to sales growth targets
 - Delivered 30+ events annually, increasing customer engagement and brand visibility
 - Introduced a strategic social media approach, significantly expanding engagement and attracting international buyers
 - Built and executed segmented email marketing campaigns across multiple customer groups
 - Improved website performance and online sales through SEO and targeted PPC campaigns
 - Managed and developed a small in-house team (Marketing Assistant & Content Creator)
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Marketing & PR Manager | Elveden Farms Ltd | Mar 2010 – Aug 2016

Led marketing and communications across a complex estate with multiple commercial ventures (retail, hospitality, agriculture, events).

Key Achievements:

- Created and implemented brand guidelines, improving consistency and recognition across all business units
 - Developed high-profile customer relationships with major brands including McCain, M&S, McDonald's and Ryvita
 - Launched and scaled a flagship public event (The Big Onion) to 3,000+ visitors and significant national media coverage
 - Managed PR, including crisis communications and national broadcast exposure
 - Oversaw multi-channel campaigns across retail, food, farming, and events
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Global Marketing Manager | UK Marketing Manager

Becker Acroma Ltd (Multinational Manufacturer) | Oct 2005 – Mar 2010

Senior marketing role within a global paint organisation, reporting to Group CEO and operating across international markets.

Key Achievements:

- Developed and executed global marketing and brand strategies across multiple regions
 - Delivered a multi-country website rollout (20+ markets)
 - Successfully launched a new product brand, securing industry specification
 - Created internal communications tools, including a global intranet and values programme translated into 15+ languages
 - Led global exhibitions, PR, and market research initiatives
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Earlier Career

- Account Manager – Precursor PR & Creative
- Account Handler – BDW Advertising

EDUCATION & PROFESSIONAL QUALIFICATIONS

- Postgraduate Diploma in Marketing
 - BA (Hons) Marketing
 - Chartered Marketer (CIM)
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TECHNICAL SKILLS

- Digital: SEO, PPC, Email Marketing (Mailchimp), Social Media (Meta, Hootsuite)
 - Web: WordPress, Wix, CMS platforms
 - Design: Adobe Creative Suite (InDesign, Photoshop, Illustrator), Canva
 - Tools: MS Office, Google Workspace
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ADDITIONAL INFORMATION

- Full UK Driving Licence
 - Strong project management capability across multiple concurrent initiatives
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INTERESTS

Hands-on renovation of our Victorian home, developing practical construction knowledge and project management skills.

REFERENCES

Available on request