



# GREG Schoenbaechler

Marketing Manager ♦ Brand Developer

GTS603@gmail.com ♦ 812-272-1300

www.GSLastingDesigns.com

## WORK EXPERIENCE

### MARKETING MANAGER

*Frazier History Museum, Louisville, KY*

*September 2021 – Present*

Responsible for the marketing, advertising, graphic design, web design, and social media of all programs, exhibitions, and special projects of the Museum in addition to creating and implementing an overall marketing strategy.

- ◆ Create print and digital marketing materials for campaigns, events, and exhibits.
- ◆ Responsible for planning and directing internal and external communication activities in support of the Museum's strategic marketing goals.
- ◆ Create and manage content for Museum website and social media channels.
- ◆ Supervise members of the marketing team and approve all creative for the Museum.

#### KEY PROJECTS

- **WEBSITE TRAFFIC:** Increased website unique visitors by 49.5% from February 2022 – July 2022 compared to the previous 6 months through marketing, SEO, and web design.
- **BUDGET & ADVERTISING:** Develop and monitor the marketing department budget and use the funds available to adequately market and advertise the Frazier brand and programs.
- **E-COMMERCE WEBSITE:** Manage the front-end creation of the Museum's e-commerce website.
- **KY BOURBON TRAIL:** Promote and work with the Kentucky Distillers' Association and its brands as the Frazier History Museum is the Official Starting Point of the Kentucky Bourbon Trail.

### BRAND AMBASSADOR

*Abbott & Wallace Distilling, Louisville, KY*

*April 2021 – September 2021*

Act as the face of the Abbott & Wallace Distilling and Longtucky Spirits brands in the Kentucky market. Lead branding efforts and identify opportunities to grow Abbott & Wallace Distilling and Longtucky Spirits brands in Kentucky.

- ◆ Use social media to increase awareness and exposure of the brand's whiskey, rum, gin, and RTD offerings.
- ◆ Network with Spirits Managers and Buyers in Kentucky to make them aware of the products.

#### KEY PROJECTS

- **TASTINGS & EVENTS:** Promote products and offerings. Educate public of the brands and convert customers.

### OWNER | GRAPHIC DESIGNER | PRODUCTION ARTIST

*GS Lasting Designs, Louisville, KY and Los Angeles, CA*

*March 2009 – Present*

Started freelance business to serve clients which range from small business to large entertainment entities. Projects encompass graphic design, video editing, web development, and branding.

- ◆ Developed brand marketing and online strategy utilizing Facebook Ad Manager to target specific demographics; included juried selection to art shows and networking to land four contracts in competitive Los Angeles market.
- ◆ Created unique graphic design and typography prints using Adobe Creative Cloud.
- ◆ Controlled costs and vetted vendors which increased margins by 30%.

#### KEY PROJECTS

- **SMALL BUSINESS BRANDING:** Created logo and brand across marketing materials for accounting firm.
- **CHANNEL M:** Designed in-store displays for clients including Forever 21, Ashley Furniture, and Pizza Hut.
- **ESPN:** Second Assistant Editor on *X-Games 3D: The Movie*, which included sound and video editing.
- **TMZ:** Assisted videographers in production of live broadcasts on website with millions of daily views.

### DIGITAL MARKETING SPECIALIST

*Louisville Dryer Company / Stansteel, Louisville, KY*

*December 2020 – September 2021*

Led marketing team's web design, advertising strategy, and video production to promote brands, products, and services to customers both domestic and international. Customers included spirits industry leaders Buffalo Trace and Diageo.

## Louisville Dryer Company / Stansteel (cont'd)

- ◆ Designed graphics, layout, UI, content creation, and maintained the functionality of six company websites.
- ◆ Utilized HubSpot for inbound marketing, email campaigns, and social media.

### KEY PROJECTS

- **SEO & SEM INITIATIVE:** Created SEO and SEM plans for four companies. Determined what needed to be done, how to execute the plan, and used Google Analytics and Google Ads to execute the outlined goals.
- **VIDEO CAMPAIGN:** Produced, shot, and edited videos for the website and social media. Continued freelance work through the end of 2021.

## GRAPHIC & WEB DESIGNER

Protegis Fire & Safety, Louisville, KY

January 2019 – January 2020

Developed Protegis's image thru the creation of marketing materials, websites, SEO, social media, and e-mail marketing.

- ◆ Built and maintained website; increased session durations by 30 seconds and decreased bounce rates by 12%.
- ◆ Utilized Hootsuite to manage social media content on Facebook, Twitter, LinkedIn, and Instagram.

### KEY PROJECTS

- **FULL REBRAND:** Created brand standards, graphics, two websites, and acted as point person to distribute marketing materials at all 16 locations. Executed the project in under 3-months. Normally a 6-month process.
- **DIGITAL MARKETING CAMPAIGNS:** Orchestrated social media and e-mail campaigns resulting in increased sales leads for Protegis's products and services.
- **SEO CAMPAIGN:** Utilized Google Analytics and Google Ads to implement SEO strategies. Within four months, achieved the top organic search ranking for "fire and safety companies".

## ADDITIONAL EXPERIENCE

### COMMERCIAL EDITOR AND PRODUCER

WDRB, Louisville, KY

October 2013 – January 2018

### SENIOR PROMOTIONS PRODUCER

KMTV, Omaha, NE

October 2012 – September 2013

### ASSISTANT PROMOTIONS DIRECTOR

WTWO & WAWV/WFXW, Terre Haute, IN

November 2010 – October 2012

## EDUCATION

### INDIANA UNIVERSITY — BLOOMINGTON

Bachelor of Arts | Majors: Telecommunications & Communication and Culture

Graduated June 2008

### UNIVERSITY OF LOUISVILLE

Distilled Spirits Business Certificate

March 2021 – Fall 2021

### MOONSHINE UNIVERSITY

Certified Bourbon Steward

February 2022

### SULLIVAN COLLEGE OF TECHNOLOGY AND DESIGN

Concentrations: Graphic Design & Dynamic Web Development

January 2018 – December 2018

### CODE LOUISVILLE

Concentrations: Front-End Web Development & JavaScript

May 2019 – December 2019

### GOOGLE ANALYTICS & GOOGLE ADS CERTIFICATIONS

April 2020

## CREATIVE & SOFTWARE SKILLS

- |                       |                     |                    |               |
|-----------------------|---------------------|--------------------|---------------|
| ◆ Adobe Illustrator   | ◆ Branding          | ◆ Graphic Design   | ◆ HTML & CSS  |
| ◆ Adobe InDesign      | ◆ Digital Marketing | ◆ Typography       | ◆ JavaScript  |
| ◆ Adobe Photoshop     | ◆ E-Mail Marketing  | ◆ Copywriting      | ◆ WordPress   |
| ◆ Adobe Premiere      | ◆ HubSpot           | ◆ Microsoft Office | ◆ SEO & SEM   |
| ◆ Adobe After Effects | ◆ Social Media      | ◆ Video Editing    | ◆ Videography |