



GREG Schoenbaechler

CMO ♦ Senior Marketing Manager ♦ Brand Ambassador

GTS603@gmail.com ♦ 812-272-1300

WORK EXPERIENCE

SENIOR MARKETING MANAGER

July 2023 – Present

MARKETING MANAGER

September 2021 – June 2023

Frazier History Museum, Louisville, KY

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.

- ♦ Increased website unique visitors by 120% from 2021 to 2024 through marketing, SEO, SEM, and web design.
- ♦ Increased Facebook followers by 549% from 2023 to 2024. Increased Instagram reach by 1086% over the same period of time. Created and managed social media series and trends to achieve this success.
- ♦ Applied for and secured over \$132,000 in yearly advertising grants for the Frazier.
- ♦ Supervise members of the marketing team, interns, freelance workers, and approve all creative for the Museum.
- ♦ Develop and monitor the marketing department budget and use the funds available to adequately promote and advertise the Frazier brand and programs.
- ♦ Act as the direct internal and external communication activities in support of the Museum's strategic marketing goals.
- ♦ Create print and digital marketing materials for campaigns, events, and exhibits.
- ♦ Create and manage content for Museum's website and social media channels.
- ♦ Manage the front-end of the Museum's e-commerce website.

KEY PROJECTS

- **THURBY:** Responsible for securing the Frazier's *Cool Kentucky* exhibit as the theme for Thurby for three consecutive years starting with 2025, at no cost.
- **KENTUCKY BOURBON TRAIL:** Promote and work with the Kentucky Distillers' Association, its brands, and create elaborate Bourbon programs at the Frazier who is the Official Starting Point of the Kentucky Bourbon Trail.
- **20TH ANNIVERSARY:** Planned the branding and marketing to celebrate the Frazier's 20th anniversary in 2024, which resulted in raising over \$100,000.
- **FRAZIER SUMMER BEER FEST & NIGHT AT THE FRAZIER GALA:** In charge of marketing, signage, sponsorship materials, ticket sales and partnerships, webpages, and public relations corresponding to the annual Frazier fundraisers.

CHIEF MARKETING OFFICER

September 2023 – Present

Bourbon, Ltd., Louisville, KY

Implement a marketing strategy to capture members and maintain our current members. Responsible for the marketing and customer service of Bourbon, Limited membership club. Serve as the face of the company for all members.

- ♦ Create print and digital marketing materials for campaigns, events, and member communications.
- ♦ Manage daily customer support email for all of the members who need assistance with their membership, answer questions, and persuade customers to continue with the club if there is any dissatisfaction.

KEY PROJECTS

- **SOCIAL MEDIA:** Expand the awareness and social media presence of Bourbon, Limited to the public by increasing the frequency of posts and initiating more creative posting strategies.

BRAND AMBASSADOR & DIGITAL MARKETING SPECIALIST

March 2023 – Present

Pursuit Spirits, Louisville, KY

Represent the Pursuit United brand by scheduling tastings and events at retail and festival locations in Louisville market.

- ♦ Network with retail managers and distributors in Kentucky to make them aware of the products.

- ◆ Promote the products and offerings at liquor stores and events. Educate public of the brands and convert them into loyal customers.

KEY PROJECTS

- **SOCIAL MEDIA ADVERTISING:** Create social media ads for Pursuit Spirits branding and giveaways to build a larger email marketing list.

OWNER | GRAPHIC DESIGNER | PRODUCTION ARTIST

March 2009 – Present

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

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.

KEY PROJECTS

- **EPILEPSY FOUNDATION OF KENTUCKIANA:** Voluntarily created social media and website graphics.
- **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

December 2020 – September 2021

Louisville Dryer Company / Stansteel, Louisville, KY

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.

- ◆ 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

- **VIDEO CAMPAIGN:** Produce, shoot, and edit videos for the website and social media. Continued doing freelance work through the end of the 2023. They had to hire two people to fill my role going forward.

GRAPHIC & WEB DESIGNER

January 2019 – January 2020

Protegis Fire & Safety, Louisville, KY

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

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.

COMMERCIAL EDITOR & PRODUCER

October 2013 – January 2018

WDRB, Louisville, KY

EDUCATION

INDIANA UNIVERSITY — BLOOMINGTON

Graduated June 2008

Bachelor of Arts | Majors: Telecommunications & Communication and Culture

UNIVERSITY OF LOUISVILLE

March 2021 – Fall 2021

Distilled Spirits Business Certificate

SULLIVAN COLLEGE OF TECHNOLOGY AND DESIGN

January 2018 – December 2018

Concentrations: Graphic Design & Dynamic Web Development

SKILLS

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| ◆ Branding | ◆ Management Skills | ◆ Adobe Premiere | ◆ WordPress |
| ◆ Digital Marketing | ◆ Graphic Design | ◆ Adobe After Effects | ◆ Copywriting |
| ◆ E-Mail Marketing | ◆ Adobe Illustrator | ◆ HTML & CSS | ◆ Videography |
| ◆ Social Media | ◆ Adobe Photoshop | ◆ SEO & SEM | ◆ Video Editing |