

Teams I've Played For

Federated Media
Fort Wayne, IN
Account Manager
WBYS 98.9 the Bear

- Over 1 year of being a Marketing Consultant with 98.9 The Bear
- CSS 3R Selling, CSS 3R Selling Pro & CSS Digital Marketing graduate
- Texting/Interactive/Social Media Specialist

Viamedia
Fort Wayne, IN
Account Executive

- One year experience in Marketing
- Used cable television advertising, on Verizon FiOS, to help businesses owners market their product/service more efficiently to get a great ROI and brand awareness.

Education:

University of Saint Francis
Bachelor's Degree in Business Administration

Why Me?

- Honest & Straight Forward
- Hard-Working & Man of Character
- Listen and talk with you, not at you
- Creative & Resourceful
- I enjoy thinking outside the box
- Dependable
- I'm just a phone call away!
- Sincere & Dedicated to success
- Success is the reason I play the game!

"Success comes from knowing that you did your best to become the best that you are capable of becoming."
- John Wooden



Wesley Renschler
Marketing Consultant

1005 Industrial Rd
Phone: 260-471-5100
Cell: 260-609-0845
Fax: 260-471-5224
wrenchler@989thebear.com



Live, Local, LOUD

& Legendary

Wesley Renschler
Marketing Consultant
260-471-5100 x 3232
wrenchler@989thebear.com

Keys to Victory

1. Be Honest. Let me know what is really going on with your business and in the industry.
2. Let me know your past successes and failures. History is a very powerful resource.
3. Brainstorm with me. You might have a great idea, but you did not know how or have the resources to implement your idea. Plus two minds are always better than one!
4. Answer my questions with an open mind. Try to be in your potential customers shoes. Remember, it is not always what you like, but what your customers like.
5. Be as specific with details on your potential customers. The more I know, the more targeted we can get.
6. Give me honest feed back. If things are great, lets keep the momentum going. If things are not going as planned, lets fix it!
7. Let me become more than just a rep. Hire me as your consultant to help you in your marketing campaigns.



Who is Wesley?

- I am 26 years old.
- I'm from South Whitley, IN.
- I attended and graduated high school from Whitko High in 2003 in South Whitley, IN.
- I graduated with a Bachelors Degree in Business Administration in the fall of 2007 from the University of Saint Francis
- While I was at Saint Francis, I played football for the national ranked cougars. I was apart of 4 straight conference championships and 3 consecutive national championship game appearances.
- I am an Assistant Offensive Line Coach for the University of Saint Francis (When I have time too).
- I enjoy working out and participating in sports.
- I'm very active in going out to shows and sporting event.
- I have one dog. His name is Leo and he is a Chocolate Lab/Golden Retriever mix and I love dearly! :)

“Show class, have pride, and display character. If you do, winning takes care of itself.”

-Paul Bryant

My Successes

- Crappy Wednesday's at The Neon Armadillo . After one year, we have took a great offer with the right audience, and built the biggest party in Fort Wayne on Wednesday nights. We average over 450 people per Wednesday night
- I worked with a struggling restaurant that was only bring in \$9,000 to \$10,000 in sales a week without advertising, and increased their weekly sales to \$15,000 to \$17,000 with a great marketing plan.
- Through a well branded and consistent campaign, I helped increase a local auto dealer's unit output by nearly double each month from the previous year.
- Co-founder of the 98.9 The Bear's Grub Club. We currently have over 2,300 people that are in the club that receive mobile coupons from local restaurants. We currently have 7 restaurants supplying offers to our members..
- Hires Text-2-Win. We did text-2-win prizes weekly. One week would be parts and one week would be service. We averaged over 200 text-ins per week.
- Hires also started a Text Club. We never advertised the text club, but built it through bounce backs from the text-2-win. We are up to over 300 people in the text club.
- Successful 12th Season of the Hometown Hangouts