

Teams I've Played For

Federated Media

Fort Wayne, IN
Account Manager
WBYS 98.9 the Bear

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

Fort Wayne Komets

Fort Wayne, IN
Intern

- First hand experience in game night operations and preparations.

Education:

University of Saint Francis
Bachelor's Degree in Business Administration

Also a member of the Cougar Football team from 2003-2007



Why Me?

- Honest & Straight Forward
- Hard-Working & Man of Character
- Listen to 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!

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

-Paul Bryant



Wesley Renschler
Account Manager

1005 Industrial Rd
Phone: 260-471-5100
Cell: 260-609-0845
Fax: 260-471-5224

wrenchler@989thebear.com



Live, Local, LOUD

& Legendary

Wesley Renschler
Account Manager
260-471-5100 x 3232

wrenchler@989thebear.com

What I Need From You

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.



Keys to Success

1. If I cannot help you, I will refer you to someone who can
2. My business is about developing and implementing a marketing strategy and tactics that will increase your sales & profits
3. I only succeed when you succeed
4. I use research and marketing trends to help guide our marketing efforts
5. You will find that I am more like a consultant than a salesman
6. I may not fit every marketing campaign, but I will always take the time to advise you on ideas to make all your campaigns better

“I've always believed that if you put in the work, the results will come”

-Michael Jordan



My Successes

“Success comes from knowing that you did your best to become the best that you are capable of becoming.”

- John Wooden

- Won Spring Sales Blitz Contest in May 2009 by selling \$24,000 in new local direct business
- Won Chicago Cubs tickets by selling Comcast Sportsnet Promotion
- Attained 20 new clients in one year of marketing experience
- Booked \$99,567 in new business
- Made Dean's List 5 of 9 Semesters
- Final GPA of 3.4 with Bachelor's Degree in Business Administration
- I was apart of the Saint Francis Cougar Football team where I was apart of:
 - Won 4 straight MSFA conference championships
 - 3 straight NAIA National Championship appearances
 - 5 straight NAIA Final Four appearances

“A winner never stops trying.”

-Tom Landry