

Abbi Schuler

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CAREER SUMMARY

- 12-year leader in Consumer Product Goods and Beverage Sales and Management
- Experiential Marketing activations in NFL, MLB, MLS, NASCAR, PGA, Kentucky Derby, and Sturgis Bike Rally
- History in three-tier system of alcoholic beverage including Supplier, Distributor, and Operator
- Sports and Entertainment experience
- Participation in Female Education, Development, and Networking within Consumer Product Goods
- Creator of Culture Committee and inclusive team activities
- Excellent presentation and communication skills
- *Leadership and Development*: Cicerone Certified; Women in the Industry: The WITI Group
www.thewitigroup.com; Member

CORE QUALIFICATIONS

- Relationship Builder
- National Account Management
- Team Leader
- Time Management and Organization
- Problem Resolution
- Trend Analysis & Sales Growth
- Strategic Planning & Execution
- Experiential Marketing
- Content, Events, & Programming
- Detail Oriented Creative
- Vendor & Agency Management
- Brand Ambassador & Public Speaking

PROFESSIONAL EXPERIENCE

Drive Shack, Inc.: Beverage Director

Dallas, TX & New York, NY • October 2019–March 2021

- Drive Shack Inc. (NYSE:DS) is a publicly traded leisure and entertainment company focused on bringing people together through competitive socializing
- Leader of Beverage Program for Drive Shack and American Golf Corporation, 64 Venues
- Creation of Beverage Program and Bar Operations for new concept, Puttery, opening 7 Venues
- Generated over \$40M F&B revenue last 12 months, Drive Shack generating \$18M and American Golf generating \$22M
- Builder of key vendor relationships, including Supplier Partners, Agencies, and Distributors
- Accountable for cost control and menu engineering
- Communication among F&B managers and Region Vice Presidents for Bar and Program efficiencies
- Creation and management of approved product lists, including new items and depletions
- Collaborated with Executive Chef on new menu items and limited time offerings
- Oversaw total beverage inventory, monitor ordering, and review COGS weekly with F&B Team
- Successfully pivoted Beverage Programs during Covid-19 closures and re-openings
- Interim Social Media Manager, March 2020-March 2021

Chas. Seligman Distributing Company: On-Premise Sales Manager

Walton, KY • March 2014–October 2019

- The Chas. Seligman Distributing Co. is a family wholesaler business selling World-Class portfolios from Anheuser-Busch InBev and Constellation along with several other Beer, Wine, Spirits, and Non-Alcohol Brands. Selling 3M cases annually

- Managed On-Premise Sales encompassing 850 accounts and 600K CE's, with 3 direct and 4 indirect reports
- Responsible for total Craft Brands, including SweetWater Brewing and Ballast Point
- Head of Special Events, Sports, and Venue Sponsorship activations
- Achieved Supplier Growth Goals, including Ambassador of Excellence Silver with Anheuser-Busch
- Grew Craft Draft by 21% and increased Domestic Special Event Sales by 8%
- Oversaw Corporate Social Responsibility budget
- Directed media budget, radio advertising, and out-of-home buys in market
- Created Culture Committee with inclusive events and activities
- Promoted team development by coaching, mentoring, and facilitating professional growth opportunities
- Social Media Manager

Sidney Frank Importing Company (Mast-Jägermeister): Kentucky State Supervisor

Louisville, KY • November 2011–January 2013

- Managed and Activated World-Class Brands in the Sidney Frank Importing portfolio such as Jägermeister, Barenjager, and Gekkeikan Sake.
- Managed, hired, and trained a team of 60+ independent contractors.
- Scheduled and activated over 2,000 special events, On-Premise promotions, and Off-Premise tastings for Southern Glazer's Wine & Spirits, including the Kentucky Derby
- Assisted in launch of American Harvest Organic Vodka
- Jägermeister Mid-West Region Events Team, activating Sturgis Bike Rally and Indy 500

EDUCATION

University of Kentucky

Lexington, KY May 2009

B.A. Marketing