

garrett.schumac@gmail.com

(808) 217-1295

PO Box 5
Clinton WI, 53525



GARRETT SCHUMACHER

EDUCATION

UNIVERSITY OF WISCONSIN Madison, WI

Bachelor of Arts (B.A.) Mass Communication
and Journalism (Jun 2009)

NON PROFIT EXPERIENCE

Northwest Bartenders Association

Vice-President, 2017-2020
Founding member

CERTIFICATION

Google Data Analytics
Professional Certificate

Google Advanced Data Analytics
Professional Certificate

Google Business Intelligence
Professional Certificate

Court of Master Sommeliers
Certified Sommelier Certificate
Cicerone Certificate
Certified Cicerone

CAREER OBJECTIVE

Adaptable professional with 15+ years of experience and a proven knowledge of brand management, customer loyalty, and competitive analysis.

EXPERIENCE

COMMERCIAL ACCOUNT MANAGER

Advance Auto Parts-CarQuest, Madison WI | February, 2023-July, 2024

- PLAN, EXECUTE, AND MANAGE A SALES TERRITORY AND DRIVE SALES TO 6 SEPARATE RETAIL LOCATIONS.
- ENGAGE STAKEHOLDERS AT MULTIPLE LEVELS TO FACILITATE COMMUNICATIONS, AND DRIVE STRATEGY.
- INCREASE REVENUE THROUGH PROVEN BEST PRACTICES, AND MAINTAINING ETHICS EXCEEDING COMPANY STANDARDS.
- TERRITORY SALES REVENUE EXCEEDS \$5 MILLION ANNUALLY.

GENERAL MANAGER

Food Fight Restaurant Group, Madison WI | February, 2021-June, 2022

- PLAN, EXECUTE, AND MANAGE A MARKETING STRATEGY AND DRIVE SALES TO THE RESTAURANT. SALES REVENUE EXCEEDS \$1.5 MILLION ANNUALLY.
- ENGAGE STAKEHOLDERS AT MULTIPLE LEVELS TO FACILITATE COMMUNICATIONS, AND DRIVE STRATEGY.
- DEVELOP THE BEST IN-CLASS BEVERAGE PROGRAM, AND TRAIN STAFF ACCORDINGLY.
- DEVELOP, MODIFY AND MAINTAIN ALL SYSTEMS, THROUGHOUT GRAND-OPENING, AND CONTINUED OPERATIONS.
- DIRECT REPORT TO OVER 20 STAFF MEMBERS.

BEVERAGE PROGRAMS DIRECTOR

Loyal Legion Beerhall - Chefstable, Portland OR | June, 2015-August, 2020

- PLAN, EXECUTE, AND MANAGE A MARKETING STRATEGY AND DRIVE SALES TO THE LOCATION'S REVENUE CENTERS. SALES REVENUE EXCEEDS \$3 MILLION ANNUALLY.
- DIRECT REPORT TO OVER 30 STAFF MEMBERS.
- ENGAGE STAKEHOLDERS AT MULTIPLE LEVELS TO FACILITATE COMMUNICATIONS, AND DRIVE STRATEGY.
- DEVELOP THE BEST IN-CLASS BEVERAGE PROGRAM, AND TRAIN STAFF ACCORDINGLY.
- DEVELOP, MODIFY AND MAINTAIN BAR OPERATIONAL SYSTEMS, THROUGHOUT GRAND-OPENING, AND CONTINUED OPERATIONS.