

Brian Luchsinger

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KEY ACHIEVEMENTS

- "I.D. Iconic Design" Program - Won a company-wide anonymous voting competition at Victorinox to rename the department's Swiss Army Knife customization program to "I.D., Iconic Design," integrating the brand's official core value of 'iconic design' with the ability of B2B customers to market their own unique identity, or "I.D." on Victorinox's premium product.
- "The Professional's Edge" Campaign - Authored the global campaign tagline "The Professional's Edge" following a five-year product performance study, leading to official adoption by Victorinox's headquarters in Switzerland and global rollout at major trade events. The study found that Victorinox's professional knives are ~25% sharper and have ~20% better edge retention over competitors, giving the knives an indisputable *edge*.
- "Distillations by Brian Luchsinger" - Founded (2017 to present) and scaled "[@distillationsbl](https://www.instagram.com/distillationsbl)" growing Instagram to 5,000+ followers and YouTube to 4,700+ views through multi-channel digital marketing strategies, original content creation, digital advertising, and active audience engagement across social media and web platforms.

EXPERIENCE

Victorinox Swiss Army • Monroe, CT • Marketing Manager

(11/2022) - (08/2024)

Corporate Markets (*Promotional Products, Corporate Gifting, Incentives*)

- *B2B Event Marketing Leadership*: Directed Victorinox's tradeshow strategy and booth execution at the PPAI Expo, leveraging media partnerships and pre-event advertising to increase brand awareness among corporate gifting and promotional products professionals.
- *Email Marketing Strategy*: Instituted a biweekly e-newsletter cadence via Klaviyo to a 12,000+ contact list, enhancing visual presentation, introducing additional CTA functionality, and driving higher audience engagement.
- *Sales Alignment and Brand Evolution*: Collaborated with the Director of Sales to reposition Victorinox from the 'promotional products' market toward the 'corporate gifting' and 'incentives' sector, elevating brand perception to align with premium product standards.
- *Rebranding and Strategic Workshops*: Led cross-functional workshops with Sales, Product, Sales Operations, and Sales Planning teams to develop a refreshed marketing strategy, culminating in a rebranding initiative incorporated into company-wide GTM presentations.

Watches

- *Product Launch Management*: Directed the rollout of new watch product launches across retail, department stores, and online marketplaces, ensuring seamless communication and strategic alignment with retail partners.
- *Out-of-Home (OOH) Advertising Strategy*: Executed targeted OOH campaigns, including billboards and localized media buys, focusing on the headquarters of major watch retailers to support brand awareness and new product introductions.
- *Visual Merchandising Leadership*: Oversaw the development and deployment of all visual merchandising assets, ensuring brand consistency across retail touchpoints and elevating in-store consumer experiences.
- Email and Digital Marketing Coordination, Retailer Relationship Management, Go-To-Market (GTM) Strategy Execution, Cross-Functional Workshops

Commercial Cutlery

- *Strategic Event Management:* Orchestrated Victorinox's presence at the National Restaurant Association (NRA) Show, managing a \$150,000 budget, collaborating with booth vendor Derse, and contributing to booth design to align with product marketing campaigns; consistently ranked in the Top 5 out of 2,000+ exhibitors for company page engagement.
- *Campaign Planning and Execution:* Led advertising activations within the NRA Show ecosystem, strategically showcasing priority product lines to a 58,000+ attendee audience across the food service industry.
- *Go-To-Market Strategy Development:* Delivered compelling presentations for biannual Go-To-Market (GTM) meetings, equipping the Sales team with strategic marketing collateral and product positioning to enhance selling effectiveness.
- *Email Marketing Optimization:* Revitalized email marketing campaigns via Klaviyo, enhancing design aesthetics, increasing deployment frequency, and improving user engagement across a customer base of 10,000+ contacts.
- *Multichannel Media Buying:* Developed and managed an integrated media plan spanning industry-specific publications and buying group partnerships to expand brand visibility and drive sales opportunities.
- *Visual Merchandising and Sales Enablement:* Designed point-of-sale (POS) materials, including end caps, pop-up banners, window clings, and branded trade show kits, fully aligned with annual marketing campaigns.
- *Product Launch and Expansion Strategy:* Spearheaded the launch of three new commercial cutlery product lines (SWIBO, HACCP, Wood, Dual Grip), creating a suite of comprehensive marketing assets including brochures, sell sheets, and one-pagers to support the expanded product portfolio.

Victorinox Swiss Army • Monroe, CT • Marketing Coordinator

(01/2022) - (11/2022)

Retail Cutlery & Swiss Army Knives

Apex Artistry • Fairfield, CT • Communications Manager

(03/2020) - (12/2021)

The Visual Brand • Westport, CT • Creative Strategist

(11/2019) - (02/2020)

The Pequot Library • Southport, CT • Digital Marketing Associate

(09/2017) - (10/2019)

SKILLS

- *Marketing Strategy & Execution:* Go-To-Market (GTM) Strategy, Product Launch Management, Multichannel Campaigns, Event and Trade Show Marketing, Brand Development and Positioning, B2B Marketing, Digital Content Strategy, Out-of-Home (OOH) Advertising
- *Digital Marketing & Analytics:* Email Marketing (Klaviyo), Social Media Strategy, Digital Advertising, Content Creation, Audience Engagement, Marketing Analytics and Reporting, CRM Management, Landing Page Optimization
- *Creative Production & Tools:* Final Cut Pro (Video Editing), OBS Studio (Live Streaming), Sketch (Graphic Design), Microsoft SharePoint, Microsoft Office Suite (Excel, PowerPoint, Word, OneNote), Social Media Platforms (Instagram, YouTube, LinkedIn, X/Twitter)
- *Collaboration & Leadership:* Strategic Communication, Cross-Functional Team Leadership, Workshop Facilitation, Creative Problem Solving, Stakeholder Management, Innovative Thinking, Meeting Facilitation, Conflict Resolution

EDUCATION

Stonehill College, Easton, MA • Philosophy

2016

Presidential Merit Scholarship, Philosophy Department Teaching Assistant, Vice President Philosophy Club