

INTERSPORT

BOLD MOVES.

FUSE
MARKETING

AWE

2003-2008

ESCALATE

MARKETING
WERKS

JACK MORTON

RED
PEG

Rich Levering III PCM, CDMP

CPG Brand Marketing career snapshot

2003-PRESENT

Senior Level Brand Marketing Manager/Director
at top U.S. AD Agencies & Emerging/Start-Ups
w/ FMCG Brands & US Spirits/Snack Industry



2008-2009



NY + Mid-Atlantic
Regional Brand Manager
HONEST TEA

2009-2012



Mid-Atlantic
Regional Brand Manager
illy issimo RTG coffee
Minute Maid Enhanced Drinks
Coca Cola "Open Happiness" campaign

2012-2015



National
Operations &
Field Marketing
Director
neuro Drinks
(functional beverages)

2015-2018



Mid-Atlantic
East Coast
Regional Manager
CORE Hydration (water)
& **CORE ORGANICS**

2021-2022



National Director
of Field Marketing &
Activations
G FUEL
(Official Drink
of E-Sports)

2022-PRESENT





Founded
Brands on the Run
A Brand Marketing &
GTM Strategy
Consultant
Agency (FMCG)

contact - rich@richlevering.com | 267-907-4683
professional certified marketer (A.M.A + D.M.I.)
<https://www.linkedin.com/in/richlevering/>

Rich's Professional LinkedIn Recommendations & Endorsements

via previous colleagues & managers

Received Given


 **Lauren Sheehan**  · 1st
Director of Food Service Sales at Rip Van
February 28, 2023, Lauren was senior to Rich but didn't manage Rich directly

I really enjoyed the opportunity to work with Rich. He certainly understands the various needs around growing a brand in the fast paced start-up world. He is dynamic, well connected, and showed the ability to create systems and processes for better work flow. He applies himself 150%. I see him as an asset wherever he takes his talents!

Received (4) Given (2)

 **Ryan Lynn**
Regional Manager for Talking Rain Beverage Co. (Sparkling ICE)
October 15, 2018, Rich worked with Ryan in the same group

"Rich Levering is a positive, dedicated, and creative asset for any company looking to grow their business and build brand awareness. Rich's strategic marketing planning combined with his infectious positive vibes create proven successes with every company he's been with." -Ryan Lynn

 **Julia Perez**
Digital Marketing Director specializing in high-growth CPG
October 9, 2018, Julia was senior to Rich but didn't manage directly

Rich has an innate drive and hustle that is rare to come by. I was fortunate to work alongside Rich during his time at CORE where he went above and beyond in securing top Philadelphia based social media influencers for our field marketing initiatives. Through his earned relationships with digital influencers, CORE was able to maximize social reach + exposure through unpaid tactics on a regular basis. One event after another, Philly continued to shine thanks to Rich's ability to keep influencers engaged and part of our plan. His upbeat and can-do attitude will be an asset to any organization he chooses to work with.

 **Hillary Self**
Founder
September 4, 2014, Hillary was senior to Rich but didn't manage directly

Rich's creativity, passion and resourcefulness are remarkable. I had the pleasure of working with Rich while at Neuro Brands, LLC. Rich's ability to utilize the national marketing strategy to develop incredibly relevant and impactful regional efforts in the Philadelphia market was uncanny. Rich's relationships also helped to open doors to more creative collaborations with other brands / venues. From the North Shore Beach Club's "BLISSful" mural to the creative ways Rich brought SONIC +Style together at local sororities - he sets the bar for mutually beneficial partnerships. [See less](#)

 **Aaron Squire**
Regional Marketing Manager at BODYARMOR SuperDrink
July 19, 2014, Aaron managed Rich directly

Creativity, hardworking and resourcefulness are the first 3 words that pop into my head when I think about the traits that make Rich a standout talent. I hired Rich as the Philadelphia based Regional Marketing Manager in 2012 at neuro drinks. Since I call the Philadelphia area home, Rich always had a little extra pressure to perform above standard. Rich was able to take a national brand strategy and tailor it perfectly for his unique market and bring it to life through best of class activations and relationships. Rich would be a true asset for any positions requiring creativity, perseverance, strategic planning and leadership. [See less](#)

Richard 's Network

Following Followers

9,049 people are following you

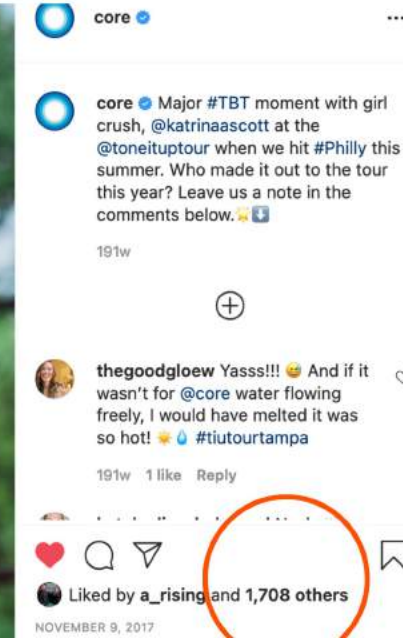
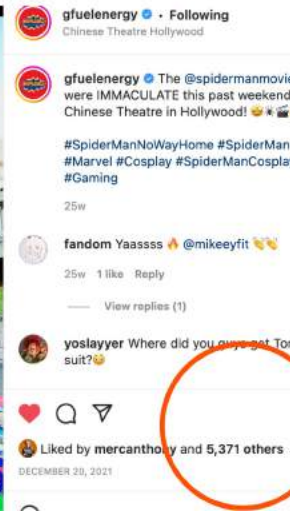
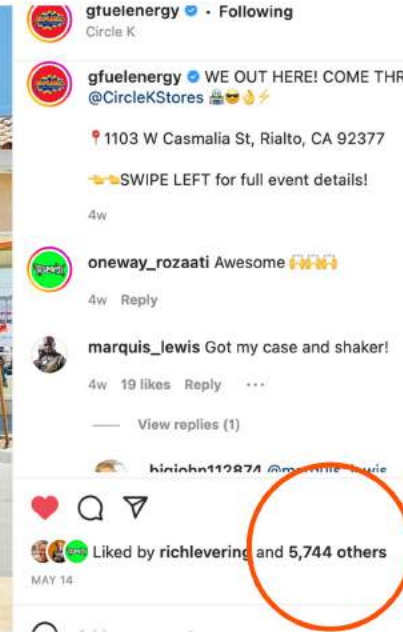
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Endorsed Skills

- Marketing 99+
- Relationship Marketing 98+
- Social Media Marketing 78+

Top Level Contract Negotiator & Brand Strategist

seasoned contract negotiator (Anchor Programs Influencers + Partner Program) saving brands over \$1mil.+ in useless fees



... **360° marketing strategy.**

- Vending
- Onsite Product Sampling
- Product Placement (on premise)
- Experiential Branding & Marketing Opportunities
- Ticket & Hospitality - VIP Concierge Ticketing
- Backstage Artist Engagement - Greenrooms, Backstage, Headling Artist Rooms/Fridges/Tour Bus/Record Label
- Social Media Marketing
- PR/Media
- Field Marketing
- OOH -Bus Kings, Billboards
- Influencer & Opinion Leader Management

TWO DECADES OF BRAND MARKETING EXPERIENCE

| Proven Expertise In Driving High-Growth & Brand Awareness |

BRAND AWARENESS

Educational Brand Sampling Events in strategic areas w/ key demographics (sniper vs shotgun approach)

Sniper, Guerilla, Experiential Marketing tactics

Market Penetration Strategy 1,3,6, 9-12 month planning. w/ possible 1, 3, 5 yrs

OHH, Digital, Traditional/Non-trad Marketing efforts

GO TO MARKET STRATEGY

Influencer and Opinion Leader Relationship Building Strategy

Key Demographics and Psychographics, Buyer Persona (assessment of the brand "Go-To" consumer avatar)

Team/Market Building, Brand Ambassadors - Interviewing, Hiring, Managing and Scheduling

New customer and Account Creation, Surprise and Delight influencer/Retail Events

MY NETWORK

LinkedIn network close to 8K+ Followers of diverse industry pros

Cultivated across TOP 10 major US markets, it is vast and diverse filled with Opinion Leaders:

Market Pros/Experts
Celebrities
Dietitians
Decision-makers
Sports and Entertainment agents
Artists
Pro Athletes
Influencers On/Off-line

EVENT MARKETING

Original and Supported Lifestyle and High engagement events w/ key target audience:

Music Fests/Series, LIVE NATION & AEG Venues - Greenrooms Film/Media Events

Curated Pool Parties Lux Hotel events - pop up DJ dance parties

Style, Travel, Adventure Events

Charitable, Arts and Culture Events

BRAND TRUST BUILDING

Influencer & Relationship Building

Community outreach supporting local events that tie into the brand's ethos/mission

Affiliate Brand Partnerships (partnering brands that split event fees and costs)

Cause Marketing Charity Events to build brand trust strategically in markets w/ intention

MARKETING ASSET CREATION & OPERATIONS

Branded athletic apparel: yoga pants, sports bra, headband, headphones, hoodies, jackets, VIP one-offs

Premium/evergreen giveaways, branded: bike, cooler, headphones, towels, hats, t-shirts, workout gear +

Mobile pop-up/interview area/sampling lounge to enhanced backstage and supported marquee events

POS, coupon, social/digital content, and any other brand needs from the markets

AWARDS & CERTIFICATIONS

(2023) The Sustainable Agave Company - **new product launch**

(2022) G FUEL RTD Energy Drinks - Successful execution -

SONY/MARVEL Worldwide Premier Launch of **SPIDER-MAN**

"No Way Home" - Red Carpet event + Brand Activation

(2017)

CORE Hydration - **Best national 360 Marketing & Influencer**

Relationship campaign "#PhillyToTheCORE, MANN Music

Center & VEA Fitness -Lifestyle and Active Health

(2016)

CORE Hydration- **Best national 360 Marketing campaign**

"North Shore Beach Club"

(2014)

Neuro Drinks S.T.A.R award "Summer of Bliss" for **marketing**

excellence & Best Market activation for the "Summer of Bliss"

campaign – North Shore Beach Club/**Product Launch**

(2009)

HONEST Tea Best National Marketing Tour - National Accounts

"Road Trip"/COKE Launch



Digital
Marketing
Institute

AM
AMERICAN MARKETING
ASSOCIATION

Richard Gillette Levering III


Graduate No. IE-DMI85864

Certified Digital Marketing Professional

AMA Professional Certified Marketer PCM in Digital Marketing

Syllabus version 8.0


Ken Fitzpatrick
CEO


Ted Weissberg
Executive Chairman

1 Mar 2021



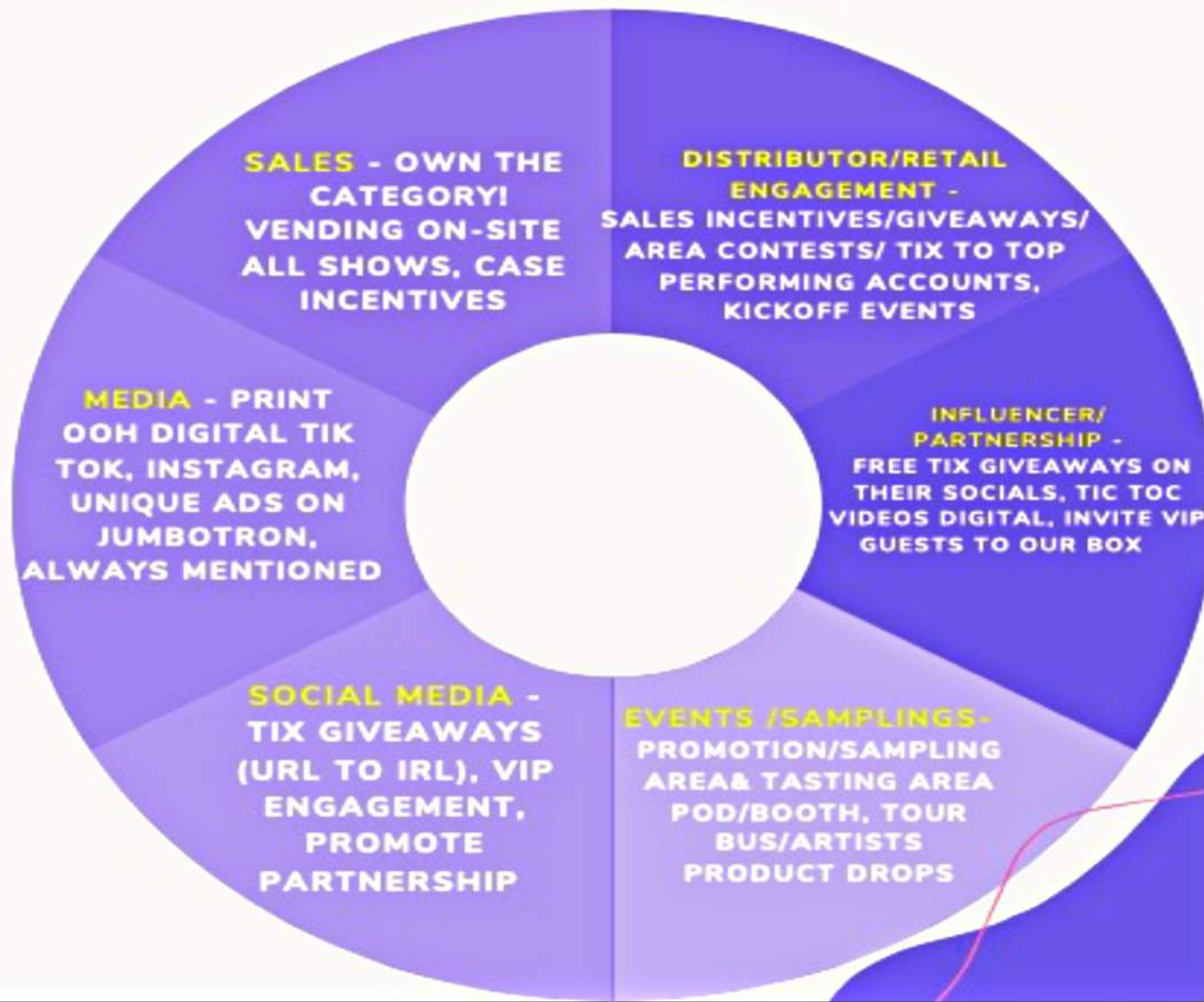


RICH LEVERING III PCM CDMP

MANN MUSIC CENTER 360°
MARKETING ACTIVATION PLAN



MANN CENTER PARTNERSHIP PLAN & ACTIVATION



360° MARKETING ACTIVATION PLAN – MANN MUSIC CENTER

- Created/executed a 360° Life-Style marketing re-occurring event series with the Mann Music Center & LIVE Nation events + VIP artist management agencies as the lead negotiator
- Leveraged all components of the deal: Overall budget spend, Media, Events/Sampling, Vending, Distributor Retailer Engagement, Influencer/VIP Partnerships, PR + Social Media

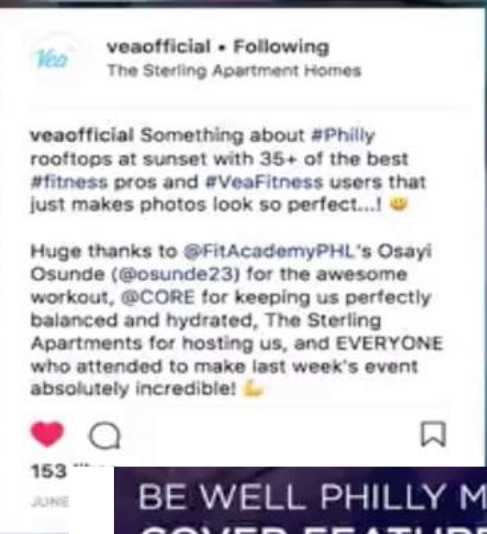


**360° MARKETING ACTIVATION PLAN –
MANN MUSIC CENTER (MID ATLANTIC)
REGIONAL (SALES & MARKETING) WINS**

- Created a Lifestyle event VIP music experience w/Box seats/passes to generate Awareness as well as sales. Top selling account for CORE water, Energy & Organic and neuro Drinks
- VIP Box: (6) center box tix leveraged with CEOs/GMs @CDDV + ASMs (retail social contests)
- Why it was a win? Huge distributor/retail tie in w/ 150 cases display incentive @ key grocery chains, executed 50 onsite organic demos, tickets leveraged, back/on-stage +more 3K+ cases sold (core) and it was a favorite among our Influencer/sales/distributor partners

[CLICK HERE FOR CORE HYDRATION WATER SIZZLE REEL!](#)

...BRAND HIGHLIGHTS WITH OUR TARGET DEMO AT ORIGINAL & SUPPORTED EVENTS





RICH LEVERING III PCM CDMP

**SPIDER-MAN BRAND ACTIVATION
+ EXPERIENTIAL EVENTS**



Digital Bulletin in Los Angeles / CA

G Fuel x Spiderman 2021 Promo Campaign

Media: 36 x 24 Wild Posting

Flight Dates: 12/13/2021 to 12/26/2021

Target Markets: Los Angeles / Las Vegas / Austin / Phoenix / San Antonio

Locations: 224 / 2 Creatives



36 x 24 Wild Posting in Austin / TX

MARQUEE EVENT – SONY MARVEL RED CARPET ACTIVATION

- Oversaw logistics, operations and event executions for the worldwide premier of SPIDER-MAN “No Way Home” w/ our SONY Marvel partners
- Created OOH Wild + digital ads/oversaw guerilla missions across 5 states
- Sourced/hired/trained brand activation staff and guerilla AD agency



SPIDER-MAN " Surprise & Delight" - brand missions (G FUEL)
Rich Levering



Link to Activation :
<https://vimeo.com/733306592>

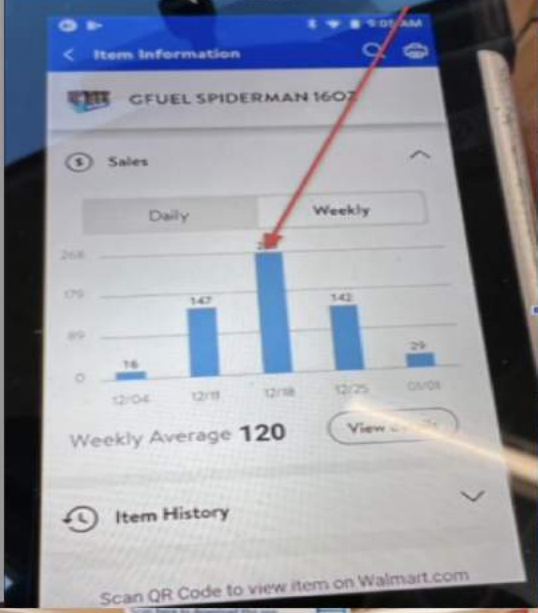
FAN ENGAGEMENT – HOME/OFFICE SURPRISE & DELIGHT MISSIONS

- Planned and executed fan "Surprise & Delight" missions at home and at offices. Fans of G FUEL nominated their friends for their special guest visitations and free product (cases, store locator, premium giveaways)
- Created FOMO effect and excitement when share on social media



VIP RELATIONSHIP BUILDING (KEY ACCOUNTS BUYERS & DISTRIBUTORS)

- Planned, hired/trained staff to execute surprise & delight missions, Walmart stock-holders meeting events/G FUEL product launch, private screening events for key VIP distributors at movie theaters to stay "Top of Mind" with all our relationships and critical partnerships (Team Direct/VENDO HQ (buyer) – Walmart HQ - AB ONE Beverage –Top SoCal Distributor)



**RETAIL SAMPLING ACTIVATION :
REGIONAL AND NATIONAL
KEY ACCOUNTS**

- Retail samplings and experiential marketing events had an immediate effect on RTD sales
- Hired, Trained and Managed teams of Brand Ambassadors to execute Retail Sampling missions at key accounts educating consumers on brand benefits and our partnership across seven states (tied in local distributors/sales counterparts on all activity/awareness)