

# RICHARD LEVERING III PCM CDMP

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## Professional Summary

I am a certified marketing professional with over 15 years of experience helping FMCG companies in the natural food channel increase brand awareness and drive sales growth. I specialize in leveraging data analysis to create compelling brand stories and design successful 360 marketing campaigns that generate excitement, foster brand loyalty, and encourage customer retention. As an innovative marketing leader I have extensive experience in confidently aligning sales and marketing departments to exceed business goals and objectives. I am proud to have been a part of two successful exits totaling over \$700 million.

## Skills

- Digital & Social Media Integration
- Business Planning
- Inbound and Outbound Marketing
- Product Development and Marketing
- Top of Funnel Lead Generation
- Promotional Campaigns
- Brand Design and Development
- Event Logistics
- Consumer Retail Behavior
- Product Management and Branding

## Work History

**National Director of Partnerships and Development**, 08/2022 to 03/2023

**The Sustainable Agave Company** – North America

- Dedicated independent contractor with strong commitment to increasing brand visibility
- High focus establishing new partnership connections, providing valuable digital marketing consultation, and generating qualified leads to drive growth and success for company
- Committed to delivering exceptional results and aiding SAC in achieving its objectives
- Oversaw social media presence and aligned posts to include branding and trending ideas
- Cultivated strong corporate image and identity with clear branding

**National Director of Field Marketing**, 10/2021 to 06/2022

**G FUEL**

- Extensive experience in generating sales + brand awareness through optimized marketing channels/ crafting branding strategies in RTD energy beverage category
- Created national brand ambassador teams to promote RTD energy drink sales and built 360 campaigns with Walmart, Kroger, and Albertson's accounts
- Grew dynamic relationships with local celebrities, VIPs, TWITCH, Twitter, and I.G Influencers to promote G FUEL and generate excitement around campaigns
- Successfully executed red carpet event activations with SONY and MARVEL partners and executed multi SKU launches at Walmart HQ during shareholders week
- Led local, regional, and national calls and meetings to share marketing strategies and

implemented regular recaps to share success

**Regional Marketing Director**, 03/2015 to 02/2018

**CORE Hydration & Organic** – Philadelphia, PA

- Created and executed Best of Class campaigns using 360 marketing strategies
- Executed events and marketing programs to increase qualified leads, brand visibility
- Deployed well-coordinated campaigns, events and public relations strategies to promote brand
- Boosted brand awareness and generated leads while managing external marketing campaigns
- Developed and presented marketing plans and reports to CEO and shareholders
- Created content and promotional materials to drive engagement and conversions.
- Devised marketing plans using digital strategies, print advertising, and word of mouth tactics.

**Director of National Field Marketing & Operations**, 09/2012 to 03/2015

**Neuro Drinks, LLC** – Philadelphia, PA

- Development numerous consumer-facing events widely regarded as exemplary activations
- Custom tailored local events to align with national campaign strategies and have provided valuable support to cross-functional teams by creating instructional aids for sales
- Negotiating skills have been highly effective managing of 360 marketing campaigns across regions, including successful retail samplings and sponsorship opportunities
- Responsible for building and managing national marketing team/Brand Ambassador program in ten major cities, overseeing - hiring, training, and performance
- Ensured all marketing collateral and deliverables performed optimally across ten major markets, ensuring that field marketing activations aligned with national sales goals
- NEURO Marketing STAR Award in 2013 + Best of Class Activations

**Mid-Atlantic Regional Brand Manager**, 01/2009 to 12/2012

**Escalate Marketing/COKE Venturing & Emerging Brands** – Philadelphia, PA

- Owned responsibility for overseeing development, execution, and management of campaigns for illy Coffee, Minute Maid Enhanced Beverages, and Coca-Cola
- Guided and directed end-to-end recruiting and hiring processes for more than 45 brand ambassadors in coordination of warehouse bottles, coupons, and point of sale promos
- Generated new consumers by launching direct sampling opportunities at unique designs relying on guerilla, conventional, and experiential marketing techniques
- Succeeded in distributing more than 500K premium giveaways

**Regional Marketing Manager**, 02/2008 to 06/2009

**Honest Tea** – New York, NY

- Created oversaw and executed major marketing campaigns for HONEST Tea
- Managed hiring for 45 brand ambassadors and coordinated promotional items
- Executed myriad of mix marketing techniques, including experiential, sampling and events
- Created and managed social media campaigns to increase brand engagement.
- Helped inflate brand presence for Coca Cola who'd go on to purchase HONEST for \$75 Mil.

**Event Brand Manager**

## **Jack Morton Worldwide**

### **Education**

**P.C.M.** : Marketing, 03/2021

**American Marketing Association** - Chicago, IL

**C.D.M.P.:** Digital Marketing, 03/2021

**Digital Marketing Institute** - Dublin, IR

**Bachelor of Arts:** Communications, 12/2002

**Emerson College** - Boston, MA

**Associate of Arts:** Business, 12/2002

**Berklee College of Music** - Boston, MA

### **Certifications**

Professional Certified Marketer - American Marketing Association

Certified Digital Marketing Pro - Digital Marketing Institute (Dublin, IR)

### **Additional Information**

- Best of Class Marketing Activation (National) - CORE Hydration September 2016 & 2017
- Neuro Marketing Star AWARD September - neuro Drinks 2013 & 2014
- <https://www.linkedin.com/in/richlevering>
- <https://www.richlevering.com>