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RICH LEVERING

PCM, CDMP



SENIOR BRAND MARKETING CONSULTANT

PROFESSIONAL SUMMARY

Senior Brand Marketing Consultant with a 16-year track record of crafting and leading innovative brand strategies that significantly elevate market presence and drive sales. Expertise in leveraging data analytics to optimize brand visibility, expand market share, forge strategic partnerships, and execute dynamic marketing campaigns. Dedicated to continuing to transform the marketing landscape by introducing visionary products and promotional strategies.

EMPLOYMENT HISTORY

MAR 2018 - PRESENT

Senior Brand Marketing Consultant, Brands On The Run (Founder), Brigantine, NJ

- Led the creation of impactful websites and sales funnels to boost sales and brand visibility.
- Fueled growth of local and regional companies via strategic marketing initiatives.
- Utilized data analytics for insightful brand positioning, increasing market share.
- Revitalized brand identities with compelling narratives, appealing to a diverse audience.
- Drove innovative social media campaigns that increased brand loyalty.

AUG 2022 - APR 2023

National Director of Partnerships and Development, The Sustainable Agave Company, Remote

- Spearheaded brand visibility enhancement as an independent contractor
- Provided expert digital marketing consultation
- Generated high-quality leads, boosting company success
- Elevated brand visibility, securing strategic partnerships that led to measurable company growth.
- Drove the ideation and execution of forward-thinking partnership models, enhancing market positioning.

OCT 2021 - JUN 2022

National Director of Field Marketing, G FUEL, Remote (New Jersey)

- Amplified G FUEL's market footprint through innovative ambassador teams and strategic influencer partnerships
- Managed multi-SKU launches, boosting brand visibility and sales at major retailers
- Delivered significant growth in sales and brand visibility
- Demonstrated proficiency in collaboration, strategic planning, and leadership
- Forged key influencer partnerships, expanding G FUEL's reach and strengthening its market position.

MAY 2019 - OCT 2019

Market Manager, Crook & Marker (spiked seltzer), Cape May, NJ

- Spearheaded the creation and promotion of CROOK & MARKER, an innovative organic spiked seltzer
- Boosted brand visibility and sales in the South Jersey region via strategic 360 marketing campaigns
- Targeted luxury resorts, hotels, and restaurants for brand promotion
- Elevated Crook & Marker's market share by forming key partnerships with high-end venues.
- Pioneered unique marketing strategies to position Crook & Marker as a top organic choice.

MAR 2015 - MAR 2018

Regional Marketing Director (Mid-Atlantic), CORE Hydration & Organic, Remote (Philadelphia, PA)

- Spearheaded 360-degree marketing initiatives for CORE Hydration & Organic
- Crafted top-tier campaigns, setting industry standards
- Drove lead generation, boosting brand awareness through top-tier campaigns.
- Crafted and presented forward-thinking marketing plans to stakeholders, enhancing brand positioning.
- Implemented 360 marketing approaches, setting industry benchmarks for campaign excellence.

SEP 2012 - MAR 2015

Director of National Field Marketing & Operations, Neuro Drinks, LLC, Philadelphia, PA

- Led the creation of high-impact consumer events, recognized as benchmark activations
- Tailored local events to national campaign strategies, providing instrumental support to cross-functional teams
- Negotiated/managed comprehensive marketing campaigns across regions via samplings and events
- Pioneered unique event marketing strategies that elevated brand visibility and consumer engagement.
- Oversaw the creation of high-impact marketing materials, ensuring brand consistency across all platforms.

JUN 2009 - JUN 2012

Regional Marketing Manager, Escalate Marketing/COKE Venturing & Emerging Brands, Philadelphia, PA

- Managed and executed marketing campaigns for high-profile brands - illy coffee, Minute Maid, + Coke Zero
- Boosted regional sales through strategic product positioning and pricing
- Directed recruitment and hiring of over 45 brand ambassadors
- Drove regional sales uplift by devising effective product strategies and promotional campaigns.
- Pioneered unique marketing techniques, significantly increasing consumer engagement for key products.

FEB 2008 - JUN 2009

Regional Marketing Manager, 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.

EDUCATION

MAR 2021 - MAR 2021

P.C.M., American Marketing Association, Chicago, IL

Credentials - Professional Certified Marketer

MAR 2021 - MAR 2021

C.D.M.P., Digital Marketing Institute, Dublin, IR

Credentials - Certified Digital Marketing Pro

DEC 2002 - DEC 2002

Bachelor of Arts, Emerson College, Boston, MA

Communications - Marketing + Audio Engineering

DEC 2002 - DEC 2002

Associate of Arts, Berklee College of Music, Boston, MA

Business

SKILLS

Strategic Partnerships



Event Production & Logistics



360° Brand Strategies



Promotional Marketing



Digital & Social Media Integration



Event + Product Photography



People Skills



Leadership



Data Analytics



Market Share Enhancement



LINKS

[LinkedIn -linkedin.com/in/richlevering](https://www.linkedin.com/in/richlevering)

[Marketing_portfolio website - richlevering.com](http://Marketing_portfolio_website_richlevering.com)