

**Reeling in new customers is not unlike fishing. First you need to find the fish. Then you need a hook.**



# About me

---

Charlie Levine has worn a lot of hats throughout his career, but at his core, he's a writer who understands the power of a gripping story.

Whether the medium is print, digital, social or video, you must create a story that connects with the consumer to rise up through the noise. His experience leading editorial teams and award-winning media brands taught Charlie how to build an audience, engage them and convert them into repeat customers.

Leverage Charlie's experience to reach new customers and grow your brand.



2024 FOLIO:  
**EDDIE  
 AND  
 OZZIE**  
 AWARDS  
 WINNER

2024 Folio Eddie & Ozzie  
 Award Winner

# Editorial Services

Our approach to storytelling is to dig deep, peel back the layers, speak to the stakeholders and get to the core of the story. That's how you find the perfect angle that demands attention.

The assignments may vary, but the process does not: in-depth research, first-person experience and interviews with experts to paint a complete picture.

Facts matter and we pride ourselves on being accurate, educational, entertaining and on time. Personal narratives, feature profiles, destinations, B2B, short web items, long-form investigative journalism... There's no story too large or too small.

Let's brainstorm some ideas and take your storytelling to the next level.



## THE WORLD ACCORDING TO FLIP

FLORIDA LEGEND FLIP PALLOT ON HIS TIME GROWING UP IN FLORIDA AND THE GENESIS OF A RICH LIFE STYLE OUTDOORS

BY CHARLIE LEVINE

### WEIGHING IN

By Charlie Levine



## In Search of Adventure



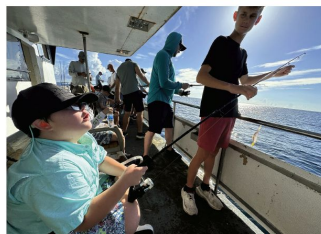
It's been a long time since I've been out on the water. I've been so busy with my travel and family commitments that I haven't had a chance to get out on the water. I've been so busy with my travel and family commitments that I haven't had a chance to get out on the water. I've been so busy with my travel and family commitments that I haven't had a chance to get out on the water.

It's been a long time since I've been out on the water. I've been so busy with my travel and family commitments that I haven't had a chance to get out on the water. I've been so busy with my travel and family commitments that I haven't had a chance to get out on the water. I've been so busy with my travel and family commitments that I haven't had a chance to get out on the water.

It's been a long time since I've been out on the water. I've been so busy with my travel and family commitments that I haven't had a chance to get out on the water. I've been so busy with my travel and family commitments that I haven't had a chance to get out on the water. I've been so busy with my travel and family commitments that I haven't had a chance to get out on the water.

### WATERFRONT

By Charlie Levine



## LITTLE FISH, BIG MEMORIES

HOSTING A GROUP OF SPECIAL NEEDS BOYS AND THEIR FAMILIES FOR A DAY OF FISHING IS A SUREFIRE WAY TO PUT SMILES ON FACES.

It's been a long time since I've been out on the water. I've been so busy with my travel and family commitments that I haven't had a chance to get out on the water. I've been so busy with my travel and family commitments that I haven't had a chance to get out on the water. I've been so busy with my travel and family commitments that I haven't had a chance to get out on the water.

PHOTO: MONTY/STOCK PHOTO / JENNIFER 2014

# Copywriting

The pitch is only as good as the hook. Telling a brand story in a few words is an art and a challenge we savor. Sometimes the perfect tagline hits you like a sunbeam through a storm cloud. Other times, it takes revisions, refining and polishing. Trust the process and let us help.

- Advertising Campaigns
- Website Copy
- E-newsletters
- Sales Collateral
- Specialty Publishing
- Social Media



Finally, the solution to barnacle build-up. **CLEARLINE™** is a revolutionary new system that prevents marine growth in seawater lines—keeping your vessel up and running.

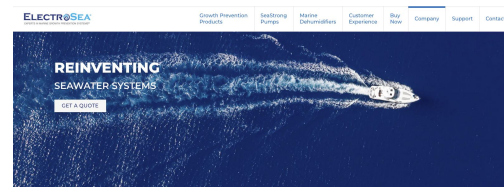
- Keeps air conditioners, chillers and raw water systems operating
- Prevents blocked seawater lines
- Eliminates costly and hazardous acid cleaning and descaling

**ELECTROSEA™**  
EXPERTS IN MARINE GROWTH PREVENTION SYSTEMS™  
www.electrosea.com | (952) 475.8084

## THE CLEARLINE SYSTEM



The **CLEARLINE** System generates a consistent, low level of chlorine using a patent pending design. It is customized to your vessel's seawater intake demand. The System operates automatically 24/7/365 and is built for flawless and reliable performance.



Driven to improve your time on the water, ElectroSea started by finding a better way to solve the biofouling that our founders experienced on their own vessels.



## 360 CC

The flagship 360 Center Console combines unsurpassed quality and state-of-the-art technology with a layout and features designed for maximum versatility. Fish, play, cruise or entertain in total comfort and with total confidence in this spacious and powerful offshore performer.



[BUILD THIS MODEL](#)  
[VIEW INVENTORY](#)

LDA - Hull Only 38' 0"   11.57 m	Length Overall 38' 0"   11.57 m	Beam 17' 0"   5.18 m	Bridge Clearance with Hard Top 9' 10"   3 m
Cockpit Depth Bow 30"   76.2 cm	Cockpit Depth Stern 40"   101.60 cm	Deck Rise (Maximum) 22" - 24"	Fresh Water 42 gal   160 l
Approx. Rigged Weight 15,800 lbs   7,169 kg	Depth Inlet Only 28"   71.12 cm	Fuel Capacity 400 gal   1514 l	

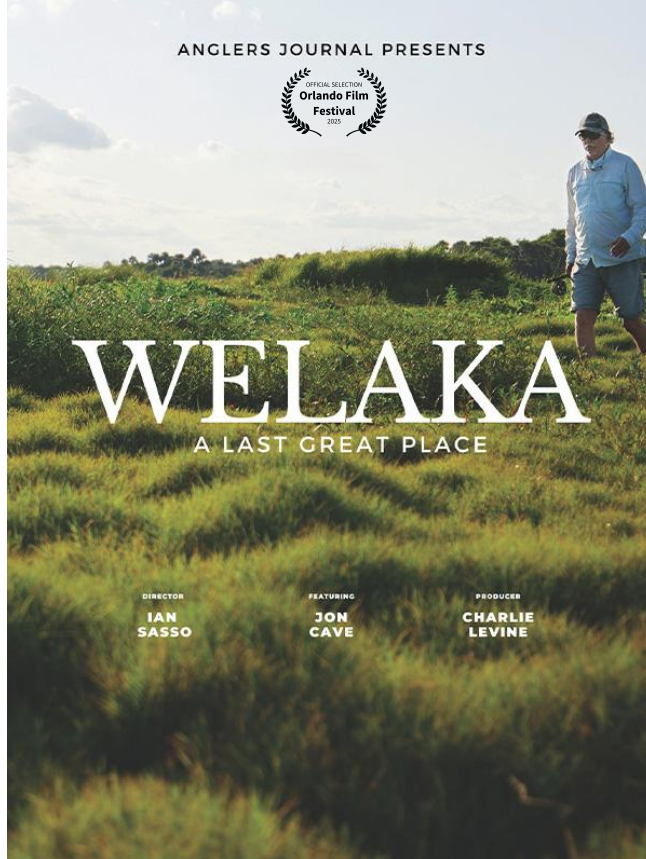


# Video and Film

---

Bring the viewer into your world through the lens. Tell your brand's story. Connect with your audience on an emotional level. Our video projects range from documentaries to product unveils to social content.

- Conceptualizing, script writing and storyboarding
- Full video production services
- On-Camera Video Host
- 7 million YouTube Impressions



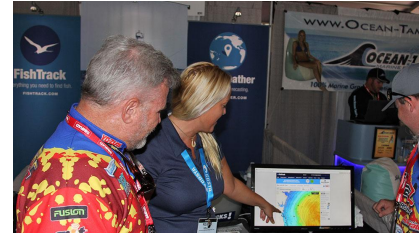
# Media Relations

— — —

Earned media is a powerful tool that provides instant credibility for your business or product. When it comes to media relations, we play the middle man – devising a strategy to maximize coverage and exposure.

As your media relations partner, we work directly with journalists and influencers, provide the assets they need, answer their questions and streamline access to stakeholders so they can develop compelling stories that build brand awareness, drive traffic and fuel sales.

**Media Strategy / Press Releases / Press Conferences**  
**Corporate Communications / Media Buys**



# Podcasts

More than 150 million Americans listen to podcasts each month. To crack through and build audience, you need a strategy, a message and the gift of gab. Looking for a host to launch a pod or a strategy to determine your voice and line up interviews? Let us help.

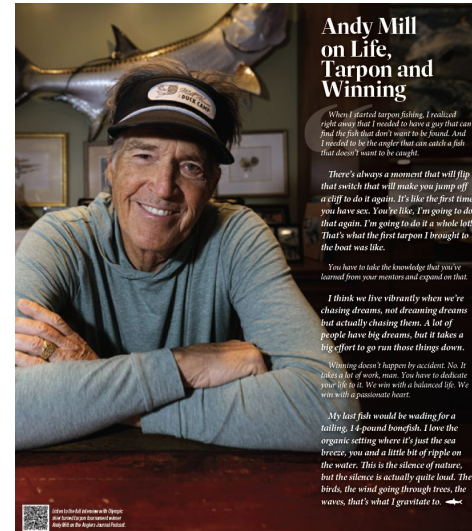
- Hosted 80+ podcasts on a range of topics
- Producer
- Syndication Strategies



**Andrew Bartley**

Listened to this and the last three podcasts. keep it up, this is great content for everyone who loves the outdoors and fishing. Especially loved Lords of the Fly, listened to it about four times so far. I'm ordering that book very soon.

Like Reply Hide [Send Message](#) 22h



# Digital Marketing

---

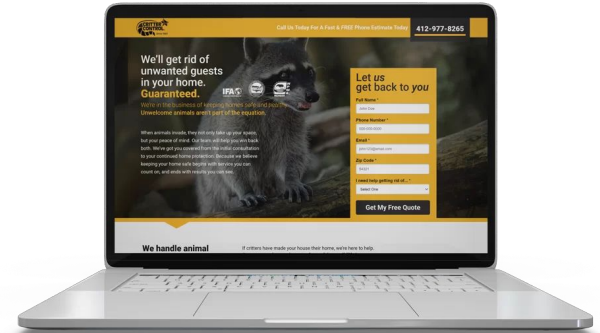
Email marketing, social media, SEO/SEO, paid search and digital ad buys are a key component to every successful campaign. Catchfire Communications has partnered with [Think Integrated](#), a full-service marketing and branding agency to lead digital efforts for our clients. From building websites and designing logos to photo shoots, social campaigns and lead generation, we can make it happen.

Let's set up a call, determine your goals and come up with an actionable plan.

**Charlie Levine**

catchfirecommunications@gmail.com

407.222.3893



**WE CREATE  
DYNAMIC DIGITAL STRATEGIES**

# Highlights

---



- More than 20 years experience in the boating, fishing and outdoors industries
- Editor-in-Chief of *Anglers Journal*
- Executive Editor of *Power & Motoryacht*
- Past President Boating Writers International
- Published author of *Sucked Dry: The Struggle is Reel* a fishing tale that spans the globe
- Executive Producer of *Welaka: The Last Great Place* and *The Day We Never Met*, a critically acclaimed short film
- Brought FishTrack (an offshore fishing conditions and weather app) to market and spearheaded a Buoyweather app upgrade that resulted in \$2.7 million in revenue
- Senior Editor of *Marlin*
- International Game Fish Association (IGFA) World-Record holder
- Launched a program that takes young people with Down syndrome fishing every summer
- Won 10-plus writing awards from Boating Writers International
- Lifetime member of Coastal Conservation Association and the IGFA
- Proud father of Maxon and Cooper, and husband of more than 15 years to Diane



---

## Pricing Plans

Most projects are billed by the hour. Monthly retainers are available. We don't nickel and dime...



---

## Scope

Each project is different. We prefer to create a roadmap outlining deliverables, pricing and deadlines.