



JARROD BOYER

MARKETING • BRAND GROWTH • AUDIENCE ENGAGEMENT

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PORTFOLIO

jarrodboyer.com

CASE STUDIES • WORK SAMPLES • RESUME

Turns audience insight into practical marketing ideas that build brands, deepen connections, and drive measurable results.

1M+

SOCIAL INTERACTIONS

Created campaigns and content that connected with real audiences.

BUILT

FIRST SHOPIFY OPERATION

Developed and launched Shell Shock's first merchandise and e-commerce operation.

\$50K+

TOTAL REVENUE SUPPORTED

Contributed through marketing, partnerships, e-commerce, and merchandising.

PRESENTED

RIPKEN GROWTH STRATEGY

Helped develop and present recommendations to Ripken staff and regional professionals.

PROFESSIONAL EXPERIENCE

SHELL SHOCK TBT BASKETBALL TEAM

Sep 2024 - Sep 2025

Marketing & Partnerships Associate | Head of Merchandising

- Identified merchandising as an untapped revenue opportunity, built the business case and operating plan, earned approval, and launched Shell Shock's first Shopify operation.
- Led product strategy, pricing, e-commerce, launches, digital content, and partner activations.
- Created a mission-aligned Brown Boy Nation collaboration connecting the product line to Shell Shock's identity and Maryland basketball community.
- Helped shape a 'Coming Home' campaign for returning Terps; the hype video earned an organic repost from ESPN's Scott Van Pelt.
- Supported \$50K+ in total organizational revenue through marketing, partnerships, e-commerce, and merchandising.

LULULEMON

May 2026 - Jul 2026

Community Specialist

- Worked across floor sales and point-of-sale operations to translate guest needs into product recommendations and understand consumer decision-making.
- Supported product education, merchandising, inventory, transactions, and premium brand standards.

SAVANNAH BANANAS

Summers 2025 & 2026

Game Day Merchandise Team

- Returned for a second summer supporting sold-out events generating \$200K+ in on-site merchandise sales.
- Supported product selection, product knowledge, transactions, inventory, and a high-volume fan experience.

UNIVERSITY OF MARYLAND ATHLETICS

Summer 2024

Donor Relations Intern

- Expanded donor-benefit partnerships with local businesses and helped develop new donor experiences.
- Supported event logistics, partner communications, and guest service for donor-engagement initiatives.

HOW HE APPROACHES THE WORK

IDENTIFY

Finds growth and engagement gaps.

PLAN

Builds adaptable, resource-conscious strategies.

EXECUTE

Carries ideas from business case through launch.

LEARN

Uses audience response and outcomes to improve.

SELECTED CAMPAIGNS & STRATEGIC WORK

01

NEW REVENUE | MERCHANDISE LAUNCH

Recognized an untapped revenue opportunity, built the business case, and carried the idea from plan through public launch. The result was Shell Shock's first merchandise and Shopify operation, including a Brown Boy Nation collaboration.

WHY IT MATTERS: Proves ownership from opportunity identification through execution.

02

COMING HOME | BRAND STORYTELLING

Helped frame the return of iconic Terps as a homecoming for the Maryland basketball community. The broader campaign generated 1M+ interactions, and the hype video earned an organic Scott Van Pelt repost.

WHY IT MATTERS: Shows how audience insight can create emotion, reach, and relevance.

03

RIPKEN | BRAND-LED GROWTH

With his capstone team, shifted Softball Factory recommendations from standalone growth to leveraging Ripken's brand equity and destination experience; presented to Ripken staff and regional sports professionals.

WHY IT MATTERS: Demonstrates strategic judgment, collaboration, and scalable thinking.

EDUCATION & PROFESSIONAL DEVELOPMENT

UNIVERSITY OF MARYLAND - COLLEGE PARK

May 2025

B.A. Communication | GPA 3.7 | Dean's List

Stephen M. Schanwald Sports Management Program, first cohort; Rising Star Award. Helped grow participation from 25 to 125, interviewed candidates, supported onboarding, and learned directly from executives across professional sports and collegiate athletics.

Presented the Ripken growth strategy to company staff and a symposium of sports professionals; maintains an ongoing mentoring relationship with Steve Schanwald.

TOOLS & PLATFORMS

Shopify • Adobe Photoshop • Canva • Microsoft Office • Google Workspace • Native social analytics
Instagram • TikTok • X • Facebook • LinkedIn



SEE THE WORK BEHIND THE RESULTS

Case studies, strategic projects, campaign examples, and creative work: jarrodboyer.com



VIEW PORTFOLIO

THE RESUME OPENS THE DOOR.
THE PORTFOLIO SHOWS HOW I THINK
AND WHAT I CAN BUILD.