



JARROD BOYER

MARKETING • BRAND GROWTH • AUDIENCE ENGAGEMENT

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

Selected case studies, strategic projects, and creative work.

jarrodboyer.com

Strategy first. Execution always.

POSITIONING

The strongest marketing ideas are not just creative. They are useful, adaptable, resource-conscious, and designed to grow.



"I build ideas that are versatile, scalable, and designed to grow. I consider creative directions and how they can adapt across different budgets."

The method is simple: see the opportunity, make the idea practical, earn confidence, and follow through.

Proof of early impact.

RESULTS

1M+

SOCIAL INTERACTIONS

Across Shell Shock's broader campaign program.

WHAT IT PROVES

Audience connection

BUILT

FIRST SHOPIFY OPERATION

From business case through public launch.

WHAT IT PROVES

Ownership

\$50K+

TOTAL REVENUE SUPPORTED

Through marketing, partnerships, e-commerce, and merchandising.

WHAT IT PROVES

Business impact

PRESENTED

GROWTH STRATEGY

To Ripken staff and regional sports professionals.

WHAT IT PROVES

Executive communication

Sports is where the first body of work was built. The transferable value is opportunity recognition, strategic thinking, audience engagement, ownership, and execution.

Build a new revenue stream from the ground up.

CASE STUDY 01



OPPORTUNITY

Leadership was exploring new revenue streams; Shell Shock had no merchandise business or operating playbook.

BUSINESS CASE

Outlined the strategic value, learning plan, operating approach, and network resources needed to execute.

OWNERSHIP

Built the Shopify store, product strategy, pricing, launches, digital promotion, and partner coordination.

IMPACT

Launched the organization's first merchandise operation and supported \$50K+ in total organizational revenue.

LAUNCH SYSTEM

PRODUCT

SHOPIFY

PRICING

PROMOTION

PARTNERS

Make the product reinforce the mission.

CASE STUDY 01



BROWN BOY NATION COLLABORATION

The collaboration was not simply another shirt. It connected the merchandise to Shell Shock's identity, Maryland basketball community, and the mission behind the team.

The product launch became a brand-building vehicle as well as a revenue initiative.

STRATEGIC FIT

Aligned the product with the team's identity and community.

EXECUTION

Moved from concept and collaboration through public launch.

TRANSFERABLE VALUE

Shows how product, story, audience, and business goals can reinforce one another.

Build the campaign around what the audience already cares about.

CASE STUDY 02

SHELL SHOCK TBT

COMING HOME

Returning iconic Terps to the Maryland basketball community.

1M+ interactions • Scott Van Pelt repost

THE INSIGHT

The campaign was strongest when it felt like more than game promotion. The emotional center was a homecoming: familiar players reconnecting with a community that already cared.

EXECUTION & AMPLIFICATION

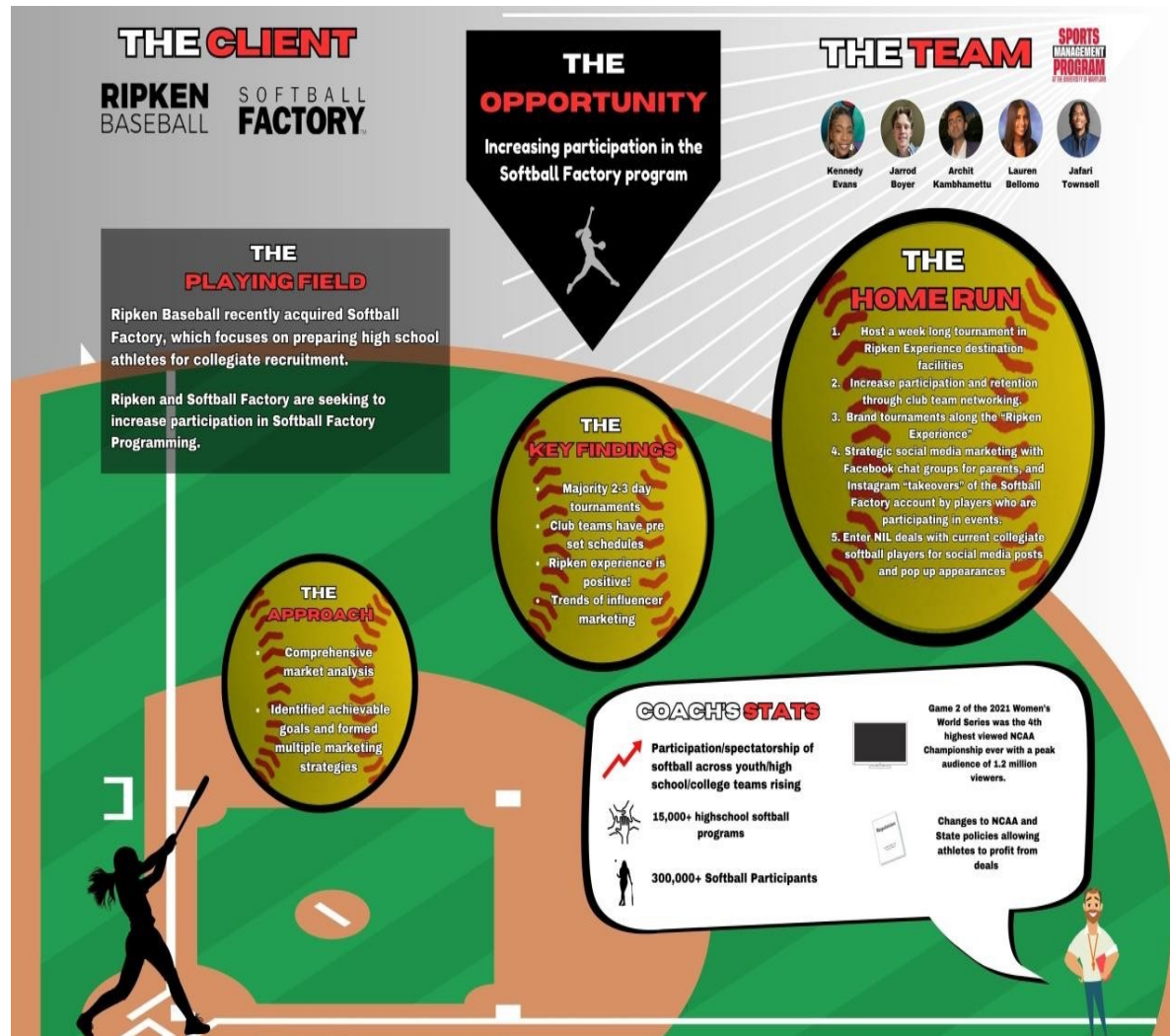
Collaborated with a video creative to shape the hype content. The video earned an organic repost from ESPN's Scott Van Pelt; the broader Shell Shock social program generated 1M+ interactions.

WHAT IT PROVES

Audience insight can create emotional relevance, earned amplification, and measurable reach.

Recognize when the strongest asset is the brand that acquired the business.

CASE STUDY 03



RIPKEN BASEBALL / SOFTBALL FACTORY

The team initially explored how to scale Softball Factory as a standalone entity. The strategic pivot was to leverage Ripken's brand equity and destination experience to create immediate trust.

- Week-long tournament experience at Ripken destinations
- Club-team networking to support participation and retention
- Ripken Experience branding across the offer
- Parent and player social features and account takeovers
- NIL partnerships with current collegiate softball players

Presented to Ripken staff and a symposium of regional sports professionals.

Balance growth with operations, communication, and stakeholder impact.

STRATEGIC
PROJECT



ETHICAL DILEMMAS CONT. THE MENTAL TOLL

SOLUTION:

- **rotating schedule** allowing teams to only travel to **one East/West Coast team per season**
 - individual to each sport
 - reduces the strain on the athletes from traveling to different time zones frequently
- **schedule** longer road trips **around** holiday's/ **days off from school**
- **take one longer trip** out West/ East and compete against **multiple teams** before traveling home

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SCOPE

Travel economics, scheduling, new rivalries, media engagement, strategic communication, academics, and student-athlete wellbeing.

07 | SPORTS MANAGEMENT PLAN 2023

THE SOLUTION: MARKETING NEW RIVALRIES

- Targeting teams in large media markets in further expansion
- Airing classic games with new programs on the Big Ten Network
- Embracing new innovative engagement technology like augmented reality and AI
- Investing in market research and data analytics
- Considering partnerships with technology companies and local businesses

A map of the United States with red dots indicating Big Ten Network locations. To the right of the map are the BIG NETWORK and BIG+ logos. Below the map is a logo for IFS BIG with the text 'OFFICIAL TECHNOLOGY PARTNER OF THE BIG TEN CONFERENCE'.

SELECTED RECOMMENDATIONS

Use classic content to connect new and legacy programs; invest in market research and analytics; explore AR/AI engagement; build technology and local-business partnerships.

OPERATIONAL THINKING

Recommended rotating schedules and multi-game regional trips to reduce repeated cross-country travel, support advance planning, and lessen the burden on student-athletes.

THE TAKEAWAY

Growth works best when marketing ambition is balanced with operational practicality and stakeholder impact.

Campaign execution with a clear purpose.

CREATIVE WORK



MERCHANDISE PROMOTION

Used Round-of-16 momentum and a limited-time offer to create urgency.



SPONSOR ACTIVATION

Promoted a watch party at a partner venue selected to connect with Maryland fans.



TREND-LED CONTENT

Applied the AI action-figure trend to build player recognition.



GAME-DAY STORYTELLING

Translated a familiar college-sports format into anticipation for the next game.

Each execution choice served a defined objective: urgency, attendance, recognition, or anticipation.

Experience across brands, communities, and customer moments.

EXPERIENCE

ENVIRONMENT

WHAT HE DID

WHAT IT DEMONSTRATES

SHELL SHOCK

Opportunity identification, campaign strategy, e-commerce, partnerships, and merchandising.

Ownership and growth-minded execution.

LULULEMON

Consumer behavior, consultative engagement, product education, and premium brand standards.

Customer insight and brand representation.

SAVANNAH BANANAS

High-volume live entertainment, fan experience, and merchandise operations.

Composure, pace, and service under pressure.

UMD ATHLETICS

Donor partnerships, events, communications, and relationship building.

Stakeholder engagement and professionalism.

SCHANWALD PROGRAM

Recruitment leadership, executive exposure, applied projects, and ongoing mentorship.

Coachability, curiosity, and professional maturity.

THE COMMON THREAD

Understand the audience. Define the opportunity. Build a practical plan. Represent the brand well.

Current training. Industry exposure. Room to grow.

PROFESSIONAL
DEVELOPMENT

UNIVERSITY OF MARYLAND

B.A. Communication
May 2025 | 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 created program
marketing content.

INDUSTRY EXPOSURE

Speakers and professionals
connected to the Nationals,
Orioles, Commanders, Ravens,
Nets, Maryland Athletics,
Wizards, Tottenham Hotspur,
Bayern Munich, and Flyers.

Direct exposure to how experienced
professionals think about campaigns, fan
engagement, partnerships, global
marketing, and business decisions.

MENTORSHIP

Maintains an ongoing relationship
with Steve Schanwald for guidance,
industry perspective, and
professional development.

TOOLS USED

Shopify | Adobe Photoshop | Canva |
Microsoft Office | Google Workspace
Social platforms | Native social analytics

DEVELOPING FAMILIARITY

GA4 | Meta Business Suite | Mailchimp
WordPress | Basic SEO



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**Ready to contribute, learn quickly, and build work that
gives audiences a reason to care.**

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