

JARROD BOYER

MARKETING STRATEGY | BRAND ENGAGEMENT |
DIGITAL CAMPAIGNS

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PORTFOLIO jarrodboyer.com



SCAN WORK

STRATEGY THAT SCALES. CAMPAIGNS THAT CONNECT. EXECUTION THAT SHIPS.

1M+ SOCIAL INTERACTIONS	BUILT FIRST SHOPIFY OPERATION	\$50K+ ORG REVENUE SUPPORTED	PRESENTED RIPKEN GROWTH STRATEGY
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FEATURED EXPERIENCE

SHELL SHOCK TBT BASKETBALL TEAM

Marketing & Partnerships Associate | Head of Merchandising | Sep 2024 - Sep 2025

- Identified merchandising as an untapped revenue opportunity, developed the business case and operating plan, and earned approval to launch and lead the organization's first merchandise operation.
- Built the Shopify store and managed product strategy, pricing, launches, online sales, digital content, and partner activations.
- Led a Brown Boy Nation collaboration aligned to the team mission and Maryland basketball identity.
- Directed campaign and social execution generating 1M+ interactions; collaborated on a 'coming home' hype video that earned an organic repost from Scott Van Pelt.
- Contributed to \$50K+ in total organizational revenue through marketing, partnerships, e-commerce, and merchandising.

BRAND, FAN & CUSTOMER EXPERIENCE

LULULEMON

Community Specialist | May 2026 - Jul 2026

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

SAVANNAH BANANAS

Game Day Merchandise Team | Summers 2025 & 2026

- Returned for a second summer supporting sold-out events that generated \$200K+ in on-site merchandise sales.
- Delivered fast, engaging fan service and transaction support in a high-volume live-entertainment setting.

UMD ATHLETICS DEVELOPMENT

Donor Relations Intern | Summer 2024

- Expanded donor-benefit partnerships with local businesses and supported donor experiences, event logistics, communications, and guest service.

WHY JARROD

He identifies growth opportunities, builds practical strategies, and carries ideas through launch. His early work already spans campaigns, e-commerce, partnerships, live events, and customer experience.

HIS APPROACH

"I build ideas that are versatile, scalable, and designed to grow."

PORTFOLIO PROOF

LAUNCH

Built Shell Shock's first merchandise and Shopify operation from business case through public launch.

CAMPAIGN

Helped shape a coming-home narrative around returning Terps; the hype video earned Scott Van Pelt amplification.

STRATEGY

Helped pivot the Softball Factory growth plan toward the strength and credibility of the Ripken brand.

APPLIED STRATEGY

RIPKEN / SOFTBALL FACTORY

Recommendations included tournament experiences, club networking, parent social communities, player takeovers, and NIL partnerships.

BIG TEN EXPANSION

Analyzed travel economics, new-rivalry marketing, communications, operations, and student-athlete welfare.

SCHANWALD PROGRAM

First cohort, committee co-chair, recruiter, Rising Star Award recipient; helped grow participation from 25 to 125.

EDUCATION & TOOLS

UNIVERSITY OF MARYLAND

B.A. Communication, May 2025

GPA 3.7 | Dean's List

Sports Management Program Rising Star Award

TOOLS & CHANNELS

Shopify · Adobe Photoshop · Canva · Microsoft Office · Google Workspace · Instagram · TikTok · X · Facebook · LinkedIn · Social analytics

PAPA JOHN'S

Delivery Driver | Jul 2026 - Present

Maintains customer-facing employment while pursuing a full-time marketing role.

SELECTED WORK | A GLIMPSE OF WHAT HE CAN PRODUCE

MERCHANDISE PROMOTION
Round-of-16 offer tied campaign urgency to team momentum.

SPONSOR ACTIVATION
Watch-party promotion connected a partner venue with Maryland fans.

TREND-LED CONTENT
AI action-figure creative built player recognition through a timely format.

GAME-DAY STORYTELLING
Almost Gameday content translated sports culture into anticipation.