

Turning opportunity into work that matters.

Randy Boyd II

Turning business opportunities into compelling campaigns, connected customer systems and evidence-backed decisions.

Atlanta, Georgia

Seeking full-time opportunities in marketing, growth and business development.

Rboyd9@student.gsu.edu

[Explore the live portfolio ↗](#)



A mission made visible. Across every touchpoint.

Partnership Against Domestic Violence

My work for PADV spans corporate-partnership storytelling, new merchandise logos and designs, and a coordinated food-drive campaign. Each translates the organization’s mission into a different reason to engage.

Corporate partnerships

The Next Chapter pitch deck: narrative, donor-facing copy, visual direction and stakeholder revisions.

Brand and merchandise

New marks and product designs, with selected pieces moving into production.



The Next Chapter / Corporate-partnership presentation

Hope in Action



Eight pieces. One shared purpose.

An approved merchandise concept connecting apparel and supporter products through a coordinated visual identity. The collection translates PADV’s mission into everyday use.

Creative scope
Visual identity, collection messaging, product graphics and mockups.

Approved concept / Product mockups shown

A clear invitation to give.

DOMESTIC VIOLENCE AWARENESS MONTH

HOPE STARTS WITH THE ESSENTIALS.

STOCK PANTRIES.
NOURISH WHAT
COMES NEXT.

Help make safety feel like home.

 October 1–16

This October, Eversheds Sutherland's Atlanta office is partnering with Partnership Against Domestic Violence (PADV) to help stock shelter pantries with shelf-stable food and pantry essentials.

A stocked pantry means more than a meal. It provides nourishment, comfort, and one less thing to worry about—creating space for individuals and families to focus on what comes next.

TWO WAYS TO GIVE



DONATE AT THE OFFICE

Bring unopened, unexpired, shelf-stable food items to the designated collection area inside the Eversheds Sutherland Atlanta office.



SEND DIRECTLY

Scan to shop PADV's Amazon Wish List and have requested items sent directly to PADV.



SCAN. SHOP. SEND COMFORT.



SUGGESTED ITEMS

canned proteins • canned fruits and vegetables • rice • pasta • beans • soups • cereal • oatmeal • peanut butter • shelf-stable beverages • snacks • pantry staples

Because sometimes hope looks like a full pantry.

EVERSHEDS
SUTHERLAND

×



PADV
Partnership
Against
Domestic Violence

Together in recognition of Domestic Violence Awareness Month.



DOMESTIC VIOLENCE AWARENESS MONTH

HOPE STARTS WITH THE ESSENTIALS.

STOCK PANTRIES.
NOURISH WHAT COMES NEXT.

Help make safety feel like home.

 | October 1–16

Eversheds Sutherland's Atlanta office is partnering with PADV to help stock shelter pantries with food and everyday essentials.

Donate at the office

Scan the wish list



SCAN.
SHOP.
SEND
COMFORT.

Because sometimes *hope* looks like a full pantry.

EVERSHEDS
SUTHERLAND

×



PADV
Partnership
Against
Domestic Violence

Together in recognition of Domestic Violence Awareness Month.



Office poster and printable flyer

Campaign message and visual system across print and digital, guiding office donations and online giving through one coordinated call to action. Scope included stakeholder revisions and QR donation-path checks.

RANDY BOYD II / SELECTED WORK 2026

04

Clearer data. Smarter growth.

I designed a CRM architecture connecting families, participants, schools and employers without duplicating people or confusing the customer with the payer.

Customer, enrollment and billing data help prioritize follow-up, fill programs and inform profitable growth decisions. Every opportunity has an owner and a next action.

Families and individuals

Inquiry → Fit → Registration → Enrollment

Schools and organizations

Outreach → Proposal → Agreement → Launch

Net cash collected

\$8,240

Active recurring value

\$6,820

Open receivables

\$1,260

Actions due today

06

ILLUSTRATIVE DATA / SEPTEMBER 21, 2026

Cash: Sep 1-21, receipts less refunds. Recurring value: monthly equivalent, not recognized revenue or profit. Receivables include \$420 past due. Two overdue tasks are counted separately.

Proposed pilot: prove one after-school program from inquiry to verified payment before expanding. Platform selection, integrations and live implementation remain to be confirmed.

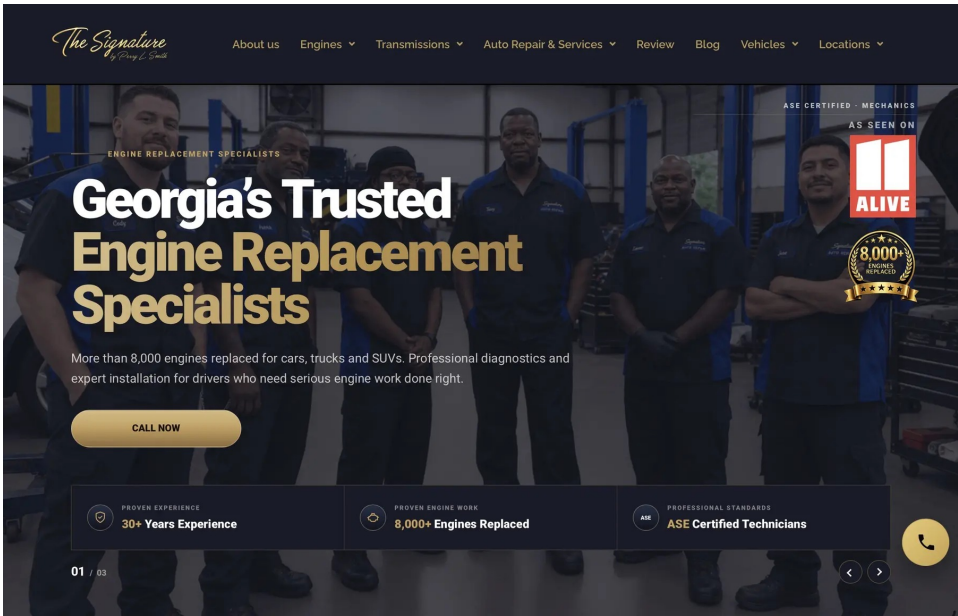
Commercial responsibility. Hands-on delivery.

Signature Automotive Repair

As the sole internal marketing lead, I coordinated advertising, website delivery, SEO, vendor evaluation and customer intake. I managed approximately \$10,000 in monthly advertising spend and evaluated more than 15 marketing and technology providers.

The work included a new website and SEO foundation, a structured vendor search, and redesigned phone-routing and intake workflows.

Marketing & Business Development Manager
December 2025 - May 2026



Riche Small Business Solutions

I co-founded Riche with Tayvin Remick to help small-business owners connect business structure, positioning and marketing. I personally acquired six paying clients and led discovery, strategy and proposal development.

Our work spans 20 proposals or client packages. Brand and website delivery was shared with my co-founder.

Cinder Grove

A premium specialty-food venture connecting brand positioning and product architecture with cultivation records, batch traceability and a planned route to market.



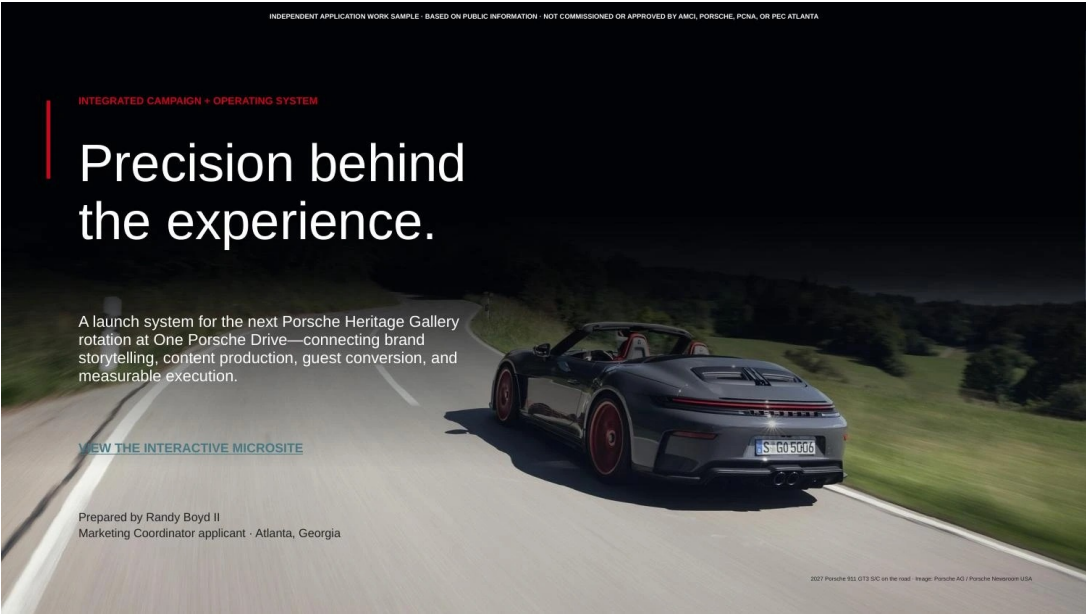
Identity system / Wordmark, crest and brand applications



Packaging / Founder's Circle label concepts

Completed development: four-product architecture and two physical pilot batches. A 50-person customer-validation program is planned.

Creative thinking with a commercial purpose.



Precision behind the experience.

A Porsche Heritage Gallery campaign connecting brand storytelling to visits and corporate event inquiries: campaign design, a six-week content sequence, operational handoffs and a proposed measurement plan.

View Porsche / AMCI concept



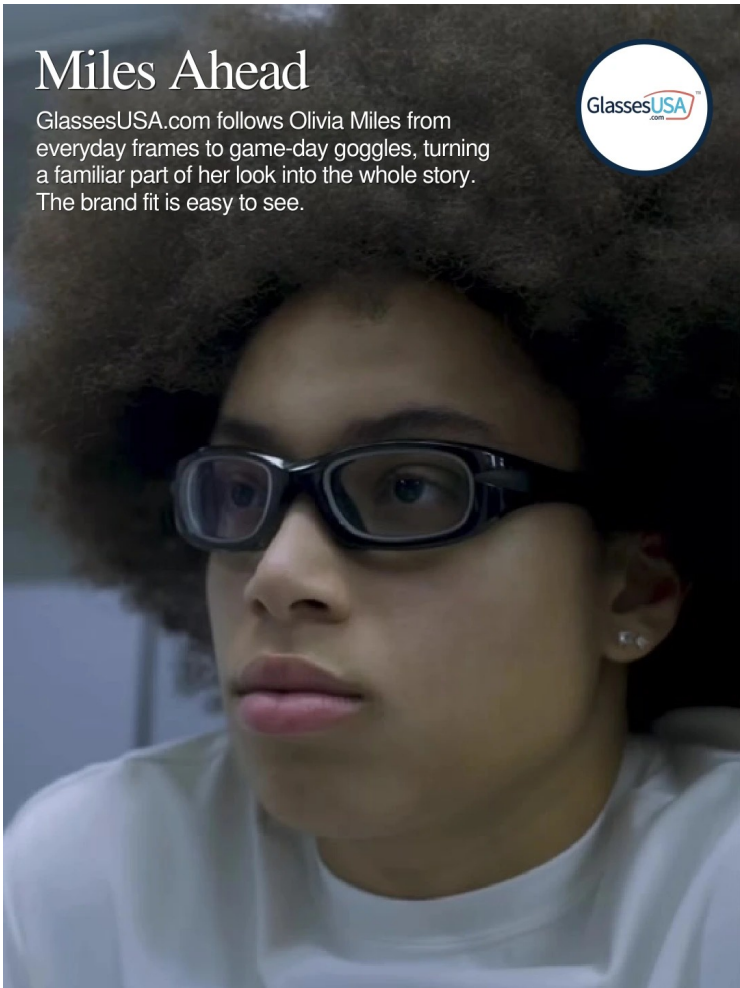
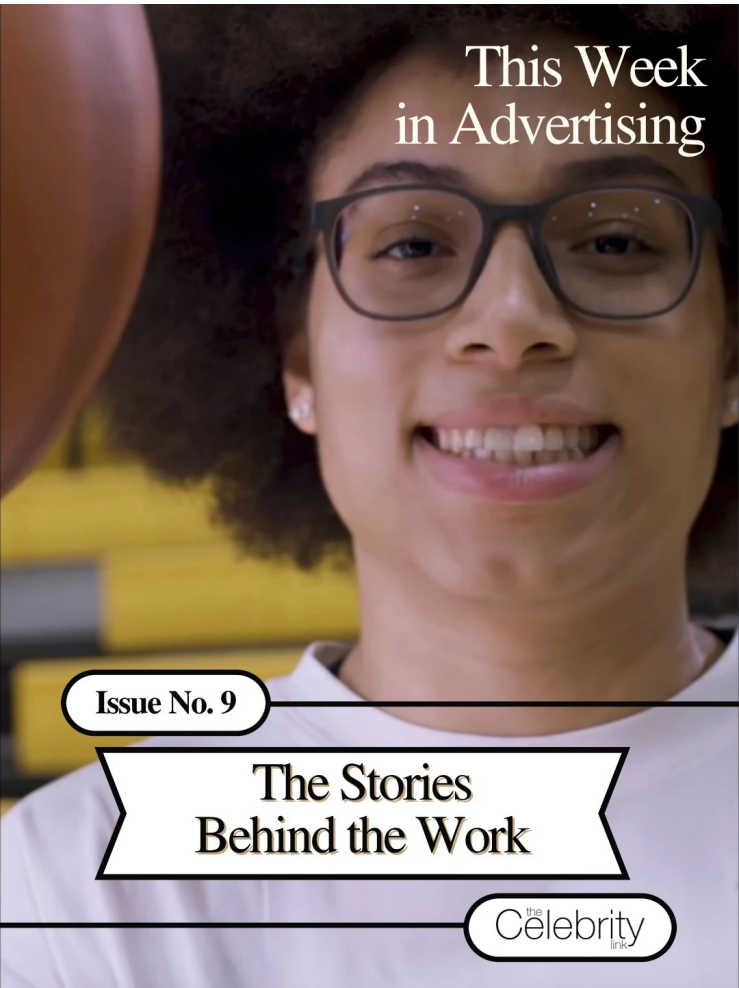
VUE After Dark

A luxury event concept connecting audience experience, sponsor participation and editorial content, from invitation through consent-based follow-up, partner reporting and future advertising conversations.

View VUE After Dark concept

Independent application work; not commissioned or published campaigns. Porsche source photo: Porsche AG / Porsche Newsroom USA. VUE artwork is a concept visualization.

Write for the brand. Design for the feed.



Editorial judgment, adapted to the format.

A two-slide carousel about Olivia Miles and GlassesUSA.com, developed in the format of The Celebrity Link’s recurring advertising series.

I selected the campaign angle, wrote the headline and supporting copy, chose imagery and adapted the layout to the established visual style.

Assessment concept; not published. Supplied campaign imagery and brand marks belong to their respective owners.

I direct the workflow and own the judgment.

I combine ChatGPT and Codex with social media automation tools and structured data workflows. My role is to define the objective, direct the process, validate the output and own the final decision.

01 / Define

Set the objective, source material, constraints and acceptance criteria.

Social media automation

Scheduling, publishing workflows and reporting with editorial and platform checks.

02 / Develop

Direct research, structure extracted data, develop campaign assets and build working prototypes.

Database scraping and research

Permitted-source extraction, cleaning, deduplication and source checks.

03 / Review

Verify sources, calculations, duplicate records and visual quality. Review content before publication.

Agentic production

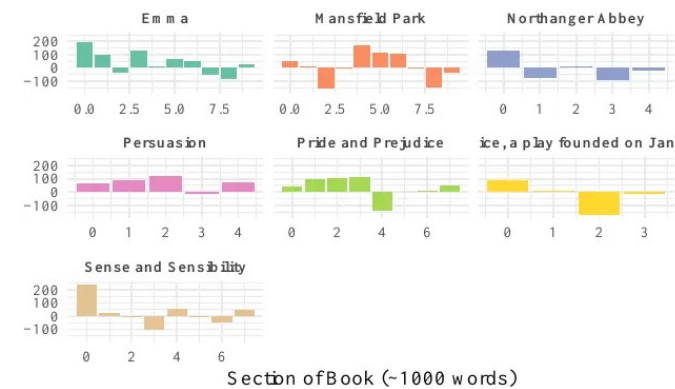
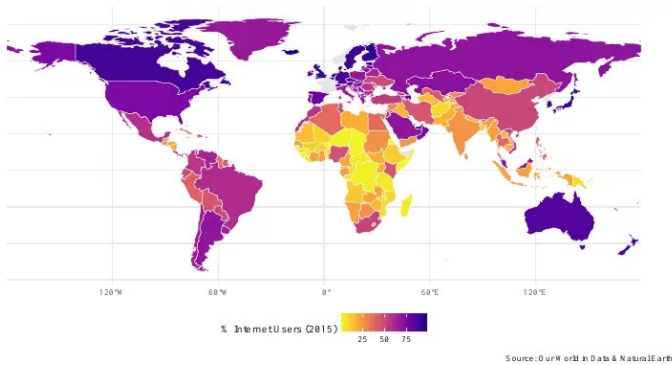
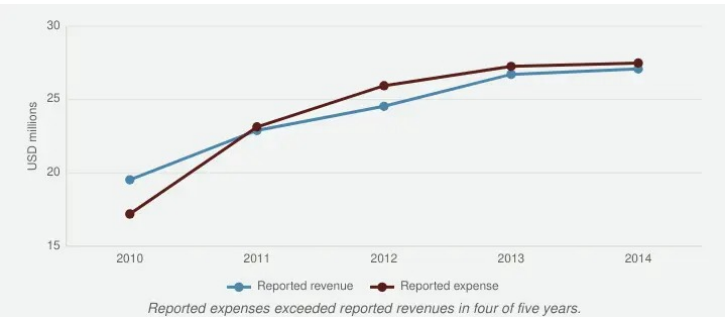
Research, copy, design and prototypes carried through review into reusable assets.

04 / Hand off

Deliver editable files, consistent templates and a clear next action.

Make the evidence useful.

GA4 for website acquisition and engagement; Google Ads reporting for paid-search performance; Semrush for keywords, competitors and search visibility. The purpose is to identify where performance needs attention and inform content, targeting and budget decisions.



Financial trends

Geographic patterns

Text sentiment

My graduate work in R and econometrics adds data preparation, visualization and statistical analysis to that marketing foundation. These are academic analyses of historical financial, geographic and text data.

I also co-authored an econometric study with Jaden Cheng, comparing four OLS specifications across 88 complete cases and distinguishing association from causation.

Strategy, systems and execution.



Rboyd9@student.gsu.edu

I am a marketing and business-development professional who connects strategic thinking with hands-on delivery. I can shape the message, build the supporting process and use evidence to improve the next decision.

My current work spans PADV's partnership materials, merchandise design and campaign execution; CRM architecture and business-development planning for The LY Studio; and marketing and PR with VUE Atlanta. As co-founder of Riche Small Business Solutions, I lead client discovery, strategy and proposal development.

That work builds on owning marketing operations at Signature Automotive and a strong sales foundation at Bozzuto. I bring experience coordinating stakeholders, evaluating vendors and turning an open-ended brief into work a team can use.

I am completing an MBA and an M.A. in Economics, Analytics Track, at Georgia State University, with expected graduation in December 2027. My graduate training supports a practical approach to research, measurement and commercial judgment.

LinkedIn

Live portfolio

Ready to contribute in a full-time marketing, growth or business-development role.