

RANDY BOYD II

MARKETING | E-COMMERCE STRATEGY | DIGITAL GROWTH | BUSINESS ANALYTICS

Atlanta, GA | 470-473-6674 | randyboydii@gmail.com | linkedin.com/in/randy-boyd-ii

Portfolio: randy-boyd-portfolio.rboyd9.chatgpt.site

PROFESSIONAL PROFILE

MBA and M.A. Economics (Analytics Track) candidate with applied experience across digital growth, e-commerce strategy, marketing operations, business development, client consulting, and quantitative analysis. Managed a five-figure monthly media budget, personally acquired six paying consulting clients, and built client and founder-led systems that connect strategy, execution, and measurement.

CORE CAPABILITIES

Digital Growth & E-Commerce: Google Ads, Meta Ads, SEO/SEM, Website & E-Commerce Strategy, Customer Journey, Content Strategy, Google Analytics, WordPress

Analytics & Research: R, STATA, Excel, ggplot2, OLS Regression, Data Cleaning & Visualization, Market and Competitive Research

Strategy & Execution: Business Development, Client Discovery, Proposal Development, Project Management, Vendor Evaluation, Client Communication

PROFESSIONAL EXPERIENCE

Co-Founder & Principal Consultant

Sep 2025-Present

Riche Small Business Solutions LLC | Atlanta, GA

- Co-founded a client-facing consulting practice serving first-time entrepreneurs, microbusinesses, and nonprofit organizations across strategy, structure, and marketing.
- Personally acquired six paying clients and lead discovery, business structuring, proposal development, market research, digital strategy, and implementation support.
- Collaborated with co-founder and client to translate a youth-sports nonprofit concept into an organizational roadmap, brand and website assets, and a launch-ready marketing system.

Marketing & Business Development Manager

Dec 2025-May 2026

Signature Auto Repair | Morrow, GA

- Served as sole internal marketing lead, translating fragmented activity into a coordinated customer-acquisition system across paid media, website, SEO, call handling, and vendor management.
- Managed approximately \$10,000 in monthly Google and Meta advertising spend and coordinated campaign and vendor decisions with ownership and external providers.
- Delivered a new website and SEO foundation, redesigned phone routing and intake, and led marketing-firm and vendor evaluation to strengthen the end-to-end customer journey.

Multi-Site Leasing Manager

Feb 2024-May 2025

Bozzuto Property Management Company | Atlanta, GA

- Managed end-to-end leasing and sales across a three-property portfolio, using prospect needs, pricing, availability, and competitive positioning to guide tours, negotiations, CRM follow-up, and closing.
- Earned company-wide Top Sales Achiever recognition in August 2024 and ranked in the Top 10 every month of employment among 500+ national leasing professionals.

SELECTED PROJECTS

Cinder Grove | Sole Founder

Jul 2026-Present

Brand Commercialization & Operating System | Atlanta, GA

- Developing a four-SKU premium specialty-pepper brand from peppers personally cultivated; own cultivation planning, product architecture, pilot production, packaging, consumer research, content systems, and e-commerce planning.
- Built the Project Acre operating system linking harvest targets, production capacity, batch traceability, irrigation, labor, and capital; completed two physical pilot batches and planned October 2026 validation with 50 prospective participants.

Graduate Analytics | Academic Research & Applied Analysis

2025-Present

R, Econometrics & Data Visualization | Georgia State University

- Co-authored a four-specification OLS study in STATA using 88 complete cases to examine the relationship between athletic success and university application volume, including omitted-variable and non-causal interpretation limits.
- Used R and ggplot2 to clean and visualize NCAA finance records, benchmark Georgia State against five peers, create choropleths with spatial joins, and analyze text through tokenization and sentiment methods.

EDUCATION

Georgia State University | J. Mack Robinson College of Business

Master of Business Administration - Business Analytics & Management Consulting

Expected Dec 2027

Master of Arts in Economics - Analytics Track

Expected Dec 2027

Relevant Graduate Coursework: Applied Statistics & Econometrics; Coding in R for Policy Analytics; Data Analysis & Visualization; Managerial Economics; Financial Statement Analysis

Additional Education: Master of Historic Preservation; B.A. in History, Minor in Anthropology (May 2015)