

JACOB SPENCE

MARKETING SPECIALIST & ATHLETIC PERFORMANCE COACH

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PROFESSIONAL SUMMARY

Energetic retail and marketing professional with a passion for sport, fitness, and community. Experienced in customer engagement, merchandising, and retail operations. Currently pursuing a Master's in Sports Product Management at the University of Oregon. Excited to bring a Just Do It mindset to Nike and create iconic moments for customers as a Retail Athlete.

EXPERIENCE

MARKETING SPECIALIST

Spokane Racquet Club
Aug 2021 â Present

- â Delivered personalized customer service through retail operations, pro shop sales, and product recommendations, increasing sales by 81%
- â Designed merchandising layouts and managed inventory, creating a more engaging retail environment
- â Promoted events and products across multiple channels, boosting customer interactions by 70% and driving a 52% YoY revenue increase
- â Built partnerships with leading sports brands including Wilson and Luxilon to expand product offerings
- â Supported tournament events by coordinating vendors, promotions, and customer-facing operations

SALES ASSOCIATE

Spokane Racquet Club
Aug 2019 â Aug 2021

- â Assisted customers with product selection and purchases, ensuring high-quality service and satisfaction
- â Maintained visual merchandising and restocked products to keep sales floor organized and appealing
- â Promoted club events and initiatives, increasing member participation and engagement

SKILLS

Customer Service & Retail: Sales support, cash handling, merchandising, product recommendations
Brand & Marketing: Event promotion, digital content, e-commerce, vendor partnerships
Technical: Adobe Creative Suite, Canva, Social Media Management, POS familiarity
Teamwork & Leadership: Cross-functional collaboration, event management, training new staff

EDUCATION

MASTER OF SCIENCE, Sports Product Management
University of Oregon, Portland, OR
In Progress, Expected Dec 2026

BACHELOR OF SCIENCE, Marketing
Eastern Washington University, Spokane, WA
Sep 2021 â Jun 2023

ASSOCIATE OF ARTS
Spokane Falls Community College, Spokane, WA
Sep 2019 â Jun 2021

ATHLETIC & OUTDOOR EXPERIENCE

- â Endurance Athlete: Five Ironman 70.3; upcoming Ironman California 2025
- â Varsity Tennis: Spokane Falls Community College
- â Professional Tennis Coach (2019â Present): Built client relationships and developed training programs
- â Mountaineering: Summited Mt. Adams, Mt. Rainier, and Mt. Fuji
- â Outdoor Community Builder: Active in tennis, cycling, mountaineering, and triathlon communities