

Archie Rohden

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PROFESSIONAL SUMMARY

Sports business and marketing professional with experience executing experiential campaigns, managing brand activations, and delivering high-impact consumer experiences across national markets. Proven ability to operate across both brand-side and property-side contexts, coordinate stakeholders, and deliver results from strategy to on-site execution.

EDUCATION

University of Oregon

B.S. in Business Administration. Concentration in Sports Business. Business Honors Program, Honor Roll. 3.7 GPA

Eugene, OR

Jun 2026

EXPERIENCE

Road Warrior

Apr 2025 – Jun 2026

Paragon Marketing Group | Chicago, IL

- Execute experiential marketing activations for Pepsi and Gatorade across 15 markets nationwide, reaching tens of thousands of consumers through tournaments, sampling, and live events over 61 days on the road.
- Manage full activation logistics from load-in to load-out, including asset coordination, managing brand ambassadors, booth setup, and on-site execution, ensuring each event runs on schedule and on-brand.

Outdoor Barn/Bike Shop Assistant

Jun 2025 – Jun 2026

UO Outdoor Program | Eugene, OR

- Teach students proper bike repair and maintenance techniques, walking them through diagnosing issues and completing repairs so they can confidently maintain their own equipment.
- Support smooth day-to-day operations of the outdoor and bike program, including inventory upkeep, equipment checks, and front-of-house customer service.

Administrative Intern

Sep 2024 – Jun 2025

University of Oregon VPFA | Eugene, OR

- Worked on academic, administrative, and environmental projects by resolving LMS inquiries, analyzing system data, cataloging 400+ art pieces, and creating educational materials.
- Contributed to different projects each term as part of a 13-student cohort interning with the UO's higher administration while participating in weekly professional development sessions.

Sales Associate

Jun 2024 – Aug 2024

Vans | Portland, OR

- Delivered outstanding customer service by proactively engaging with shoppers, understanding their needs, and providing knowledgeable product recommendations across footwear and apparel.
- Stayed up to date on current product lines, seasonal promotions, and brand initiatives to enhance the customer experience and provide accurate, timely information at the point of sale.

Director of Marketing and Communications

Feb 2024 – Apr 2025

Warsaw Sports Business Club | Eugene, OR

- Grew the club's Instagram following to over 3,000 followers by developing and executing a consistent content and engagement strategy, serving the largest club on campus with 300+ members.
- Planned and led weekly meetings, organized professional development outings to sports companies, coordinated on-campus recruitment events, leading to sustained club growth.

AWARDS & HONORS

- First place, Inaugural B1G Sports Business Challenge 2025 in Indianapolis
- First place, Sports Marketing Association 2024 in St. Louis
- Awarded Lundquist College of Business scholarships (x2) and General University scholarship
- Published writer for ScoopDuck, On3's Oregon Ducks website

SKILLS

Deck Building & Public Speaking | Microsoft Office & Excel Expertise | Attention to Detail | Relationship Building
Data Analysis & Management | Adobe Creative Suite Experience | Event Planning & Execution | Brand Activations