

TY LOOMIS

FORMER 18-YEAR PROFESSIONAL ATHLETE & CONSULTANT
CREATIVE GROWTH, ECOMMERCE, SPORTS MARKETING & STRATEGY

Ty Loomis
ty.loomis@me.com

Dear Hiring Team,

I'm excited to express my interest in a creative growth, partnerships, sports marketing, or a similar role. With over 20 years of experience spanning professional athletics, entrepreneurship, and digital growth strategy, I bring a unique ability to fuse high-performance leadership with scalable business execution across sports, health and wellness, and disruptive technologies.

As a former 18-year AVP professional athlete and Team USA, I've developed the leadership discipline, resilience, and partnership mindset required to perform at the highest level. I've translated that foundation into a career leading creative growth initiatives, building strategic partnerships, and driving measurable outcomes for leading brands in health, wellness, and sports—including BSN Supplements, Cymbiotika, Hyperice, Oakley, Quiksilver, and more.

My work centers on connecting brand, community, and product into high-performing ecosystems. I've led creative growth and eCommerce strategies, optimized customer acquisition and funnels, and built partnerships across athlete networks, leagues, and health and wellness brands to unlock new revenue channels. I'm particularly passionate about collaborating with product teams to bring disruptive technologies to market in ways that resonate authentically with modern consumers.

What excites me most about this opportunity is the chance to lead at the intersection of creative growth, innovation, partnerships, and strategy—translating vision into execution while scaling meaningful impact across digital sports and health and wellness verticals.

I would welcome the opportunity to discuss how my background in creative growth strategy, athlete-driven marketing, and partnership development can contribute to your team's continued success.

Thank you for your time and consideration.

Warm Regards,



Ty Loomis



TY LOOMIS

EXPERIENCE

AVP Beach Volleyball Professional & Champion

(2003-2021)

- 18-Year Pro, 10X USO Military Tours, Top 25 Fittest Athletes in America (Men's Fitness Magazine - 2010)

Consultant & Owner | Creative Growth & Digital Solutions

(2005 - 2026)

List of a Few Clients for AI, Branding, Creative Growth, eCommerce, Marketing, Productivity, Social Media, Strategy, & Website Design

- ServiceConnect1.com (2023-2026) - Luxury General Contractor
- GlobalSuppliersDirect.com (2023-2026) - Cabinet & Flooring Solutions
- NonStock.io (2022) - Blockchain, NFTs, Crypto Payments
- CashmereHairExtensions.com (2019-2022) - SharkTank Company
- UXMagicians.com (2021) - A Top Game Design Company
- Cymbiotika.com (2020) - A Top Health Company in the US
- UrthBox.com (2016) - An Organic, Non-GMO Snack Box Subscription

Homebased.io | eCommerce Store Owner | Licensed Reseller | Amazon, eBay, FB Marketplace, Nextdoor, PoshMark, Walmart, WhatNot

(2005 - 2026)

- eBay Store Owner for 22 Years
- Source Liquidated Inventory, Sales, Shipping, & Website Design
- Averages \$5,000-10,000 in Sales per Month

CaliBearLife.com | Partner, Sports Marketing & eCommerce Store Designer & Manager

(2019 - 2026)

- CaliBearCBD - Partner, Professional Athlete, Sports Marketing Manager, Website Designer, Social Media Manager
- Managed All Content, eCommerce Design, Events, Products, Sales & Marketing, Social Media, & Strategy

REFERENCES

BOB MCKNIGHT

Owner of Quiksilver

949.378.2460

My Sponsor for 15 Years

bob.mcknight@quiksilver.com

JOSH GLAZEBROOK

VP AVP Beach Volleyball Tour

559.303.2252

joshua.glazebrook@avp.com

CONTACT

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linkedtr.ee/tyloomis

youtube.com/@tyloomis

currently in Atlanta, Georgia

open to remote | relocate to Florida

EDUCATION

University of California, Irvine

1997-2002

Social Sciences /

Business Management

Men's Volleyball Team Captain

EXPERTISE

Athlete & Influencer Management

Analytics and Data

Creative Growth & Sales

AI - Excellent with All AI & Claude

AI - Free Lead Generation

Affiliate Marketing Management

CRM & Sales Management Software

eCommerce & Website Design

Events, Activations & Meetups

Leadership & Management

Partnerships & Strategy

Product Management

Sports Marketing & Sponsorships

Social Media Marketing

Website Design - Shopify & WordPress