Jalyn R. Folston

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PROFESSIONAL SUMMARY

Brand Partnerships and Business Development leader with 9 years of experience across sports, music, fashion, and entertainment, specializing in collaborations, licensing, and revenue-generating brand deals. Background spans global talent agencies, pro sports franchises, brand-side marketing, and independent consultancy for consumer brands and early-stage startups. Executed 10+ campaigns with budgets up to $15M; contributed to 28.65% YoY revenue growth at WME; MS in Sports Management and Business Marketing from Georgetown University.

EXPERIENCE

Founder January 2026 – Present
ReCTRL *Los Angeles, CA*

- Operate a partnerships and licensing practice helping consumer brands and talent convert cultural moments and fandoms into revenue through crossover collaborations, capsule collections, limited drops, music tie-ins, and social commerce activations
- Closed $45,000+ in influencer marketing deals in Q1 by identifying and negotiating creator partnerships aligned with brand audience goals
- Secured brand partnerships and activations around NBA All-Star Weekend in LA, capitalizing on a high-visibility cultural tentpole to drive brand relevance and reach
- Drive creative and brand strategy for a major sports property, developing capsule collection concepts and campaign narratives for streetwear labels that translate cultural relevance into product
- Onboard e-commerce brands into TikTok Shop, building repeatable revenue streams through creator-led strategy

Director of Sales and Marketing March 2025 – September 2025
BAX-U *Los Angeles, CA*

- Built and closed a sales pipeline with physicians and distributors for a medical device with cross-market appeal in sports and performance apparel, establishing partnerships that continue to generate recurring revenue
- Directed multi-channel marketing strategy for the startup, driving a 65% increase in online sales, 40% growth in site traffic, and the launch of TikTok Shop
- Launched influencer-led campaigns, securing brand ambassador Ashley Everett (Beyonce choreographer) and expanding product placement into PGA, Washington University Rowing, and EXOS training markets

Agent Trainee, Talent Crossover and Strategy April 2021 – February 2024
William Morris Endeavor (WME) *Beverly Hills, CA*

- Agent Trainee, Talent Crossover and Strategy (June 2023 – Feb 2024): Elevated talent marketability through integrated film, television, content, and brand partnerships that drove cultural and commercial relevance for buyers across genres
- Assistant, Brand Partnerships, Double-Desk (Jan 2023 – June 2023): Executed 10+ campaigns and partnerships with budgets up to $15M; contributed ideas rooted in industry trends to engage Gen Z audiences for global brands across 60+ musicians, actors, and digital creators, spanning licensing, branded content, product launches, event appearances, and PR activations
- Assistant to Head of Brand Partnerships and Commercials (Sept 2022 – Jan 2023): Contributed to 28.65% YoY department revenue growth by sourcing and securing partnerships across social, digital, PR, and licensing channels for actors, artists, athletes, and influencers; negotiated with talent buyers, advertising agencies, PR firms, and global brands
- Assistant to Head of Sports Broadcasting (April 2021 – Sept 2022): Provided client services for 80+ broadcasting clients, redlined 20+ contracts, processed invoices, tracked payments, and served as liaison with television, media buyers, production companies, and internal departments

Marketing Trainee (BMW) February 2021 – April 2021
Octagon *McLean, VA*

- Supported the launch of the BMW M440i xDrive coupe by contributing to on-site activations and programming for the BMW Ultimate Brand Immersion program, driving consumer education on BMW's innovation platform

Corporate Sponsor Strategist December 2020 – February 2021
New York Gridlock Ultimate *Remote*

- Developed sponsorship and fundraising strategy for a minority-owned women's frisbee team, analyzed marketing assets, and built a comprehensive tracking system consolidating potential team and league-level sponsors

Strategic Partnerships December 2020 – February 2021
Winning Edge Leadership (Maria Taylor Nonprofit) *Remote*

- Secured 20+ corporate partners for an influencer-led sports media personality's nonprofit using Alteryx and Tableau for data visualization and pitches

Early Career Experience

- Georgetown University Athletics, Sports Marketing Associate (July 2019 – July 2020): Managed a marketing team that implemented an integrated promotional strategy, selling out 100% of football games and increasing social media engagement by 20% YoY across Instagram, Twitter, and Facebook

- Washington Commanders (NFL), Marketing Ambassador (Sept 2020 – Jan 2021): Executed in-stadium activations on behalf of sponsor Anheuser-Busch InBev to drive fan engagement and brand visibility
- NFL Shop (Maingate), Retail Stand Manager at Super Bowl LIII (Feb 2019 – Feb 2020): Led a team to $12,000+ in merchandise sales at Super Bowl 53, achieving 85% inventory sell-through while serving 200+ customers and maintaining detailed inventory reports
- First Pick Sports, NFL Assistant (Sept 2018 – Jan 2019): Assisted NFL Agent Erik Schmella with talent assessment and recruitment strategy; evaluated 18 player contracts and analyzed salary breakdowns using Spotrac as leverage for negotiations with NFL coaches and owners
- Haylett Sports and Entertainment, Intern (May 2018 – Dec 2018): Built and maintained prospect databases across NBA, G-League, NCAA, and international markets, identifying targeted players by position, size, and shooting metrics to support agent recruiting
- KGSO Golf Tournament, Branding Associate (Jan 2016 – April 2016): Designed a logo used on 100+ fliers, pamphlets, and golf balls; secured sponsors that covered 70% of the tournament's budget expenses

EDUCATION

Georgetown University — Washington, D.C.
Master of Science, Sports Management and Business Marketing. — *May 2021*
East Carolina University — Greenville, NC
Bachelor of Science, Communications. — *May 2018*