

Porter Harris

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EDUCATION

University of San Diego, Knauss School of Business San Diego, CA
Bachelor of Business Administration, Marketing May 2026

LEADERSHIP EXPERIENCE

Social Chair - Delta Tau Delta Fall 2023 - Fall 2024
Team Captain - USD Men's Club Basketball Spring 2025 - Spring 2026

SKILLS

Technical: Adobe Illustrator, Tableau, Social Media (Instagram, TikTok, Facebook, Twitter, LinkedIn), Microsoft Office (Word, Excel, PowerPoint), Google Suite (Docs, Sheets, Slides, Form), AI tools: Generative Ai (ChatGPT, Gemini, Claude), Claude Code, Google Analytics 4

Certifications: Microsoft Excel Certification

WORK EXPERIENCE

Retail Operation Associate Jan 2026 - Present
San Diego FC San Diego, CA

- Supported game-day retail operations and merchandising strategy, maintaining product displays and inventory flow to maximize fan engagement and merchandise visibility.
- Collected informal consumer insights from fan interactions to understand purchasing trends, team branding preferences, and product demand.

Field Sales Intern May 2025 – August 2025
Graco Portland, Oregon

- Represented Graco across 50+ retail locations through field marketing and retailer education, strengthening brand visibility and supporting successful product launches at the store level.
- Led 10 + live product demonstrations and in-store activations to drive brand awareness and customer engagement.
- Collected and communicated retailer and customer feedback to internal teams, generating insights on product performance and consumer behavior.

PROJECTS & PRODUCT DEVELOPMENT

Founder & Product Lead - Runz | Basketball Community app Dec 2025 - Present

- Founded Runz, an AI-powered basketball discovery app designed to solve the challenge of finding local courts and pickup games, helping players locate courts, see who's playing, and connect with nearby communities.
- Built the MVP using AI-assisted development tools, designing core features such as court discovery, real-time check-ins, and player profiles to improve accessibility and community engagement.

Sports Marketing - Flag50 Social Media Strategy Project Sep 2025 - Oct 2025

- Developed a short-form content strategy for Flag 50 to address low digital traction for flag football, leveraging user-generated game footage to drive engagement across TikTok, Instagram Reels, and YouTube Shorts.