Elijah Bosslet | Loyola University Chicago | elijahbosslet.com

Field Marketing Intern

Summer 2027

Tracksmith now sells through close to 70 run specialty stores in the US, and its priorities are footwear, women's running, and those store partnerships. In a partner store the brand is only as strong as the shelf sign, the staff member explaining the shoe, and the store's own Instagram. My role would build these tools to ensure the Trackhouse experience is carried into partner stores.

START

1

1 - June
I'd work in the Boston Trackhouse, join the Wednesday workouts and Sunday long runs, and sit in on wholesale and social meetings. Then I'd visit several New England partner stores, note how Tracksmith is displayed and what staff know about the Eliot line, and whether a shopper would understand what the brand stands for. I'd also talk with 20 runners including people who know Tracksmith but don't buy it yet. Then I would write a short findings report with photos and three clear takeaways.

2

2 - July
Using my findings, I'd build a kit any partner store can use: shelf signage in Tracksmith's visual style, a one-page guide to help staff explain the Eliot Ryder, a ready-to-host "Tracksmith night" group run open to every pace, and social templates stores can post. I'd also travel with the Envoy and cover the Boston Twilight 5000, shooting photos and writing short dispatches for the Journal and Instagram, with a focus on female amateurs chasing a goal. By the end of July, I would have the finished kit and a number of published pieces.

3

3 - August
Next, implementing the kit in 2–3 partner stores, I'd compare group-run turnout, email sign-ups, and Tracksmith sales against the month before/year before, and collect feedback from staff. By the end of August, I'd have a short results deck and a playbook for rolling the kit out to every partner before fall marathon season.

4

4 - End of summer
A kit partners can use, real numbers from the test, a body of published work, and clear recommendation going into fall marathon season.

FINISH