

# JON HEVRON

jhevrongdesign.com

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Hello, I am Jon Hevron. I've been working primarily in the intercollegiate athletic space for the past 10-plus years with a focus on external operations. After beginning my career in communications, I moved into creative full-time in 2015 and have since received several national awards for design and publication. Through a variety of roles, I've gained experience at several levels of sport, ranging from not just creative and communications but marketing, social media management, recruiting, streaming, sponsorship and more.

## SKILLS

- Photoshop
- Illustrator
- After Effects
- Premiere
- InDesign
- Graphic Design
- Motion Design
- Video Shooting + Editing
- Basic HTML
- APA Style
- Copywriting

## EDUCATION

**MA IN SPORTS ADMINISTRATION**  
Wayne State University | 2015

**BAA IN SPORTS MANAGEMENT W/ A MINOR IN JOURNALISM**  
Central Michigan University | 2013

## ADDITIONAL EXPERIENCE

**FREELANCE GRAPHIC DESIGNER**  
Chattanooga Football Club 2023

**GRAPHIC DESIGN SPECIALIST**  
National Independent Soccer Association 2021

**DIRECTOR OF MULTIMEDIA / SID**  
Lawrence Technological University 2018-2019

**COMMUNICATIONS MANAGER**  
Univ. of Detroit Jesuit High School & Academy 2017-2018

**ASSISTANT DIRECTOR OF ATHLETIC COMMS**  
Radford University 2015

**MEDIA RELATIONS ASSISTANT (Internship)**  
University of Alabama at Birmingham 2014-2015

**SPORTS COMMS. - GRADUATE ASSISTANT**  
West Virginia University 2013-2014

**SPORTS INFORMATION DIRECTOR ASSISTANT (Internship)**  
Central Michigan University 2012-2013

**YOUTH FOOTBALL MARKETING ASSISTANT (Internship)**  
Detroit Lions 2012

**ASSISTANT SPORTS INFORMATION DIRECTOR (Internship)**  
Rochester College 2011-12

## RECENT EXPERIENCE

**DIRECTOR OF ART AND DESIGN | JUN 2022 - CUR**  
**DIGITAL MEDIA SPECIALIST | JUL 2015 - APR 2017**  
Michigan State University Athletics | East Lansing, MI

As Director of Art & Design I am responsible for the visual brand and development of the creative strategy for Michigan State Athletics through the creation of individual sport and departmental design projects ranging from graphics for social media and video boards, marketing collateral, publications, to print pieces. In addition to my primary duties, I've assisted with our football and women's basketball recruiting efforts, become part of strategizing and providing creative support for sponsorship, along with aiding in video shoots.

**DIRECTOR OF CREATIVE CONTENT | NOV 2021 - JUN 2022**  
**MEDIA DIRECTOR | MAR 2020 - JUN 2021**  
Detroit City Football Club | Detroit, MI

With Detroit City FC moving into U.S. Soccer's Second Division, I oversaw the Club's communications and creative content efforts. In addition, I managed the internship program along with the social media and design full-time staff. As the team's primary videographer, I traveled to all matches with the first-team. I built out special projects such as matchday posters, new signing videos and graphics. a preseason show that aired locally on linear TV, charity kits, and scarves. I developed weekly match note packets to track records and trends while aiding media in coverage and telling the story of the Club. I wrote and disseminated press releases to maximize the Club's reach in local, national and international markets while cultivating relationships with local and national media, aiding in interview setups and credentialing.

**MANAGER OF DIGITAL MEDIA - FOOTBALL | APR 2019 - DEC 2019**  
Washington State University Athletics | Pullman, WA

In the fast-paced world of college athletics I was part of the football recruiting staff at Washington State University under head coach Mike Leach. In my role, I created several weekly, personalized graphics for our recruit board, along with filming and editing multiple creative videos per week to appeal not just to our targeted recruits, but fans of Cougar Football. I revamped our on-campus visit photoshoots and also created content for the coaching staff to assist in all aspects of the visual identity of the program.