

JON HEVRON

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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 comms 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 and national signing day efforts, along with aiding with several video shoots by creating motion graphics for LED backdrops as well as set design.

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 (graphic design & video) 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 at least two 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.