

## RECENT EXPERIENCE

### DIRECTOR OF CREATIVE & COMMERCIAL STRATEGY | JUL 2026 - PRES

Spartan Ventures | East Lansing, MI

This role directs a multidisciplinary creative solutions team to elevate fan engagement, ensure comprehensive brand compliance, and produce dynamic content across digital, in-venue, and print platforms. Beyond traditional creative oversight, this position is a driver of commercial growth, tasked with developing bespoke pitch materials and delivering compelling strategies and execution to secure high-value partnerships and advance Michigan State's revenue goals.

### DIRECTOR OF ART AND DESIGN | JUN 2022 - JUNE 2026 DIGITAL MEDIA SPECIALIST | JUL 2015 - APR 2017

Michigan State University Athletics | East Lansing, MI

As the Director of Art & Design, I drove the visual narrative for Michigan State Athletics. I worked with a team to oversee the creation of diverse assets, from large-scale graphics within athletic facilities to the visual identity of the historic \$1 billion 'FOR SPARTA' campaign. I supervised Spartan Vision's creative services team that was responsible for work ranging from set design, to content capture, still and motion graphics, and post-production to deliver elite visual experiences for social media, docuseries, and in-venue entertainment. My role and scope shifted toward revenue generation and innovation, leading the creation of the Shield to Shield football season ticket campaign, proposed multiple revenue generating opportunities for athletics, and played an active role in partnerships, highlighted by efforts toward securing the Big Ten's first all-sport jersey patch partnership with MSUFCU.

### DIRECTOR OF CREATIVE CONTENT | NOV 2021 - JUN 2022 MEDIA DIRECTOR | MAR 2020 - JUN 2021

Detroit City Football Club | Detroit, MI

During Detroit City FC's elevation to the USL Championship, I directed the club's communications and creative departments. My role encompassed the full spectrum of brand storytelling: from writing press releases and compiling match note packets, to filming and editing match content as the primary videographer. I led the social media and design teams in executing major campaigns, including the production of a locally broadcast preseason show and the design of community-focused charity kits. By cultivating relationships with media partners, I successfully expanded the Club's narrative reach in local and international markets. I led the external communications and marketing for a \$1.8 million fan-ownership campaign - the largest of its kind in US history at the time.

### MANAGER OF DIGITAL MEDIA - FOOTBALL | APR 2019 - DEC 2019

Washington State University Athletics | Pullman, WA

Operating within the fast-paced environment of Division I college football under head coach Mike Leach, I managed the creative output for the Washington State football program. My role required a rapid turnaround of dual-purpose assets that included everything from video content, graphic design, to in-venue animations that engaged both targeted recruits and the broader Cougar fan base, while equipping the coaching staff with visual assets to support the program's identity.

## ADDITIONAL EXPERIENCE

### FREELANCE (DESIGN & STRATEGY)

Chattanooga Football Club 2023  
Lawrence Technological University 2025-Pres

### 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

## EDUCATION

### MA IN SPORTS ADMINISTRATION

Wayne State University | 2015

### BAA IN SPORTS MANAGEMENT W/ A MINOR IN JOURNALISM

Central Michigan University | 2013