

JON HEVRON

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600 N. Fairview Ave.
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RECENT EXPERIENCE

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

Michigan State University Athletics | East Lansing, MI

As the Director of Art & Design, I drive the visual narrative for Michigan State Athletics, blending artistic innovation with strategic brand development. I work with a team of designers to oversee the creation of diverse assets, from large-scale environmental graphics within athletic facilities to the visual identity of the historic \$1 billion 'For Sparta' campaign. I supervise Spartan Vision's creative services team that is responsible for creative 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 is to ensure that every touchpoint whether a social media graphic, a stadium mural, or a docuseries intro uniformly elevates the Spartan brand.

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 statistical match packets for national media, 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 and streamlining credentialing, I successfully expanded the Club's narrative reach in local and international markets.

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. Additionally, I modernized the on-campus visit experience by overhauling photoshoot concepts and set designs - assisting with the signing of one of the program's top recruiting classes in 2019.

ADDITIONAL EXPERIENCE

FREELANCE GRAPHIC DESIGNER Chattanooga Football Club

2023

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

2014-2015

GRAPHIC DESIGN SPECIALIST National Independent Soccer Association

2021

SPORTS COMMS. - GRADUATE ASSISTANT West Virginia University

2013-2014

DIRECTOR OF MULTIMEDIA / SID Lawrence Technological University

2018-2019

SPORTS INFORMATION DIRECTOR ASSISTANT (*Internship*) Central Michigan University

2012-2013

COMMUNICATIONS MANAGER Univ. of Detroit Jesuit High School & Academy

2017-2018

YOUTH FOOTBALL MARKETING ASSISTANT (*Internship*) Detroit Lions

2012

ASSISTANT DIRECTOR OF ATHLETIC COMMS Radford University

2015

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