JON HEVRON

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RECENT EXPERIENCE

DIRECTOR OF CREATIVE & COMMERCIAL STRATEGY I JUL 2026 - SEPT 2026 Spartan Ventures I East Lansing, MI

This role directed 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 was 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 I JUN 2022 - JUNE 2026
DIGITAL MEDIA SPECIALIST I JUL 2015 - APR 2017 Michigan State University Athletics I 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 I NOV 2021 - JUN 2022
MEDIA DIRECTOR I MAR 2020 - JUN 2021 Detroit City Football Club I 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 I APR 2019 - DEC 2019 Washington State University Athletics I 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 I 2015

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