

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. I work 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 supervise Spartan Vision's creative services team that is 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 is to ensure that every touchpoint whether a social media graphic, a stadium mural, or a docuseries intro uniformly elevates the Spartan brand. Recently, my role and scope has shifted toward revenue generation and innovation, tasked with ideation, narrative development and supporting art creation. Over the last six months I've led the creation of the Shield to Shield football season ticket campaign, proposed multiple revenue generating opportunities for athletics, and been playing an active role in partnerships.

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. 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 (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