

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 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