

jon HEVRON

Hello, I am Jon Hevron and I've been working in athletics for the past 10 years, primarily within creative content and communications. With 10 CoSIDA Design and Publication Awards, I've built and managed visual identities for several collegiate and professional programs.

CONTACT

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SKILLS

- Photoshop
- Illustrator
- After Effects
- Premiere
- InDesign
- Graphic Design
- Motion Design
- Video Shooting + Editing
- Basic HTML
- APA Style
- Copywriting

EDUCATION

MA in Sports Administration

Wayne State University | 2015
Graduated Summa Cum Laude

BAA in Sports Management w/ a minor in Journalism

Central Michigan University | 2013
Graduated Cum Laude

INTERNSHIPS / GA

Media Relations Assistant

Univ. of Alabama at Birmingham | 2014-2015

Sports Comms. - Graduate Assistant

West Virginia University | 2013-2014

Sports Information Director Assistant

Central Michigan University | 2012-2013

Youth Football Marketing Assistant

Detroit Lions | 2012

Assistant Sports Information Director

Rochester College | 2011-12

EXPERIENCE

Director of Art and Design | June 2022-Pres

Digital Media Specialist | July 2015 - Apr 2017

Michigan State University | East Lansing, MI

As Director of Art & Design I am responsible for the visual brand and development of the creative strategy for Michigan State Athletics through the creation of individual sport and departmental design projects, including, but not limited to, graphics for social media and video boards, marketing collateral, publications, and print pieces. In addition to my primary duties, I assisted with our football and women's basketball recruiting and national signing day efforts, along with aiding several video shoots by creating motion graphics for LED backdrops as well as set design.

Director of Creative Content | Nov 2021 - June 2022

Media Director | Mar 2020 - June 2021

Detroit City Football Club | Detroit, MI

With Detroit City FC moving into U.S. Soccer's Second Division, I oversaw the Club's communications and creative content (graphic design & video) efforts. In addition, I managed the internship program along with the social media and design full-time staff. As the team's primary videographer, I traveled to all matches with the first-team. I built out special projects such as matchday posters, new signing videos and graphics, a preseason show that aired locally on linear TV, charity kits and scarves. I developed weekly match note packets to track records and trends while aiding media in coverage and telling the story of the Club. I wrote and disseminated press releases to maximize the Club's reach in local, national and international markets while cultivating relationships with local and national media, aiding in interview setups and credentialing.

Manager of Digital Media - Football | Apr 2019 - Dec 2019

Washington State University | Pullman, WA

In the fast-paced world of college athletics I was part of the football recruiting staff at Washington State University under head coach Mike Leach. In my role, I created several weekly, personalized graphics for our recruit board, along with filming and editing at least two creative videos per week to appeal not just to our targeted recruits, but fans of Cougar Football. I revamped our on-campus visit photoshoots and also created content for the coaching staff to assist in all aspects of the visual identity of the program.

ADDITIONAL EXPERIENCE

Graphic Design Specialist | June 2021 - Nov 2021

National Independent Soccer Association | Remote

Director of Multimedia / SID | Jan 2018 - Apr 2019

Lawrence Technological Univ. | Southfield, MI

Communications Manager | May 2017 - Jan 2018

Univ. of Detroit Jesuit High School & Academy | Detroit, MI

Assistant Director of Ath. Comms. | Jan 2015 - June 2015

Radford Univ. | Radford, VA

