

# DEREK MARCKEL

GRAPHIC DESIGN + CREATIVE DIRECTION

## CONTACT

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## EDUCATION

### Bowling Green State University

Bachelor of Science in Technology  
Visual Communication Technology major  
2013 - 2016

### Monroe Community College

Prerequisite classes for BGSU  
Monroe County Board of Trustees Scholarship  
2011 - 2013

## SKILLS

- Advance skill in the Adobe Creative Suite.
- Strong brand development skills and implementation.
- Working creatively within brand guidelines.
- Familiar and comfortable working in a fast-paced work environment.
- Managing a team of creatives and motivating to constantly personal growth.
- Project management and efficient workflow.
- Organized and detail-oriented.
- Experienced with DLSR photography.
- Strong illustration skills.
- Adaptable to stay up-to-date with current design trends.
- Strong verbal and written communication.
- Motivated and eager to learn.
- Familiar working in the athletic industry.



### UNIVERSITY OF SOUTHERN CALIFORNIA | FOOTBALL

Director of Creative Media | March 2021 - Present

- Develop and maintain a strong visual brand to be represented in all USC social media, recruiting content, marketing, and large scale facility graphics.
- Design social media graphics to promote gameday, player accolades, watchlists, player branding, wallpapers, schedule graphics, sponsorships, stats, and quotes.
- Create personalized graphics for our top recruits, mass graphics to 100+ recruits using variable data, physical mailers, and birthday graphics for recruits and their families.
- Provide creative leadership to our graphic design interns.
- Create content for the NFL Draft to announce our draftees, stats from former USC draft picks, NFL Draft themed personalized recruiting graphics, and digital billboards in downtown Los Angeles.
- Collaborate with creative and recruiting team to develop a weekly social media plan.
- Conduct studio photoshoots with 150+ recruits.
- Sideline photography at all games, practices, workouts, and team events.
- Collaborate with video team to develop new video series showcasing out players personalities off the field as well as on the field.



### MICHIGAN STATE UNIVERSITY | FOOTBALL

Creative Director | February 2020 - March 2021

- Lead a team of four full-time employees (two videographers, two graphic designers) and two student designers, providing creative direction, insight, and mentoring to ensure that all projects are completed on time and fit within our brand guidelines.
- Develop a strong visual brand that is represented in all graphics, videos and photos for all social media content, recruiting materials, large scale designs and in-house graphics.
- Coordinate photo shoots with student-athletes for marketing materials and recruit photo shoots, as well as photography at all home & away football games, practice, workouts, etc.
- Manage all of Michigan State Football's social media channels with a combined audience of over 650,000 followers.
- Helped MSU social media grow to #11 in the country in interactions (#58 in previous year).
- Conceptualize and coordinate creative video and photo shoots for team hype videos, social media content and recruiting material.
- Work closely with recruiting staff and coaches to create personalized graphics for 100+ recruits each week using variable data, and create player-specific graphics for priority recruits.
- Work with local print shops and suppliers for ordering and printing all mailers, in-house graphics, and large scale graphics around the football facilities.



### USA WATER POLO

Freelance Graphic Designer | December 2019 - Present

- Assist in the re-branding of the USA Water Polo visual identity.
- Create all social media content for the 2020 Olympics for both men's & women's water polo teams. This includes illustrated graphics announcing each Olympian, gameday graphics, score updates, accolades & awards, and player wallpapers.
- Design individual posters for 30 Olympic men's and women's water polo players.
- Create marketing material for membership drives, water polo camps, website content, brochures, email marketing, and apparel.
- Design logos for the Junior Olympics, tournaments, camps, and educational campaigns.
- Create user-friendly photoshop templates for the USA Water Polo staff to update for routine social media and email graphics.



### UNIVERSITY OF COLORADO | FOOTBALL

Graphic Designer | April 2019 - February 2020

- Design all recruiting materials for 100+ recruits including mailers, player-specific graphics, mass personalized graphics using variable data, birthday graphics, and NFL updates.
- Create all social media content for the Colorado Buffaloes football social media outlets.
- Work closely with Coach Tucker on multi-page books for donors highlighting the Colorado football program, coaching staff, academics, admissions, and recruiting.
- Photography for all recruit events, sideline photography at home & away games, practices, workouts, and team functions.
- Coordinate with SIDs to create weekly NFL updates, press releases, schedule releases and award announcements.
- Create all National Signing Day material for a live production and social media content introducing the 2020 signing class
- Design all game day graphics for social media including templates for student workers to update throughout games for live-time updates.



### UNIVERSITY OF TOLEDO | ATHLETIC MARKETING DEPT.

Assistant Director of Creative Services | September 2016 - April 2019

- Develop and implement a strong visual brand and campaign for the entire athletic department. This brand is carried on throughout all 15 varsity sports and is represented across all digital, print, video and social content.
- Create print media ranging from posters, billboards, stadium signage, tickets, game programs, apparel, schedule cards, mailings, newspaper ads, and more.
- Create digital and social media content for all sports. Including infographics, game day graphics, win emails, player of the week graphics, in-game graphics and promotional graphics.
- In-game photography at all football, men's & women's basketball games.
- Assist the development and fundraising department to create donation proposals for major gifts and annual giving.
- Coordinate studio photo shoots with every varsity sport. This includes developing a visual concept, assisting lighting techniques, and posing the student-athletes.



### HAAS-JORDAN UMBRELLAS

Senior Graphic Designer | February 2012 - September 2016

- Develop and implement a new visual identity for the company following a change in ownership.
- Design all print ads, flyers, catalogs, postcards, production artwork, and email blasts.
- Lead and mentor a junior graphic designer and production artist interns.
- Create the yearly Haas-Jordan product catalog from start to finish. Including coordinating photo shoots with models, taking product photography, creating the layout, and writing product descriptions.
- Launch and manage company social media platforms to promoting products, sales, company history and product giveaways, surpassing 4,000 followers on Twitter in under one year.