DEREK MARCKEL

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ABOUT ME

I have spent the last 10+ years working in college athletics in various creative roles. Throughout my career, I have developed and led creative campaigns for collegiate athletics programs, creating impactful visual identities and content across recruiting, social media, marketing, and brand communications. As a Senior Art Director under Coach Prime and the University of Colorado, I have gained extensive experience leading creative projects in fast-paced, high-profile environments while collaborating with athletes, coaches, marketing teams, and external partners. I have a passion for building distinctive sports brands and creating visual work that connects with fans and elevates the overall brand experience.

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

- Advanced skill in the Adobe Creative Suite
- Strong brand development skills and implementation
- Working creatively within brand guidelines
- Managing a team of creatives and motivating constant personal growth
- Very organized & detail-oriented
- Strong photography skills, set design, and creative lighting techniques
- Familiar and comfortable working amongst multiple departments in a fast-paced work environment

EXPERIENCE

SENIOR ART DIRECTOR
University of Colorado | Football — 2022 - CURRENT

- Lead the overall visual identity and creative direction for Colorado Football, establishing a cohesive brand across social media, recruiting, marketing, and game-day environments.
- Serve as the lead photographer for Colorado Football. This includes photography at all home & away games, set concept and design for media days and recruit shoots, Coach Prime's social media, community events, and day-to-day football operations.
- Develop and lead high-profile creative campaigns, including Travis Hunter's 2024 Heisman Trophy campaign.
- Collaboration among other departments, including marketing teams, athletics creative team, recruiting staff, coaches, and external partners.
- Helped grow Colorado Football's social presence from 160K+ combined Instagram/X followers in February 2022 to 1.4M+ today.

GRAPHIC DESIGNER
USA Water Polo (Remote) — 2019 - CURRENT

- Help lead the visual direction and brand execution for the USA Water Polo Men's and Women's Olympic Teams across the 2020 Tokyo and 2024 Paris Olympic Games.
- Partner with the marketing team to create creative for tournaments, community events, apparel, membership campaigns, Junior Olympics, and other national initiatives.
- Develop scalable PSD templates and design systems that empower communications and marketing teams to efficiently produce branded content.

DIRECTOR OF CREATIVE MEDIA
University of Southern California | Football — 2021

- Develop and maintain the overall visual identity for USC Football, ensuring a cohesive brand across social media and recruiting media.
- Photography for media days and recruiting shoots, including creative concepts, set design and lighting, along with photography at games, practices, and team events.
- Provide creative leadership to two graphic design interns.

CREATIVE DIRECTOR
Michigan State University | Football — 2020

- Led a team of 4 full-time employees (2 graphic designers, 2 videographers), providing creative direction, insight and mentoring to ensure that projects were completed on time and fit within brand guidelines.
- Provided the art direction for the football program, which was represented in all social media, marketing, recruiting and internal media.
- Managed a social media following of 650,000 followers and increased interactions to #11in the country amongst all college football teams *(#58 in previous year).*

GRAPHIC DESIGNER
University of Colorado | Football — 2019

- Designed recruiting, social media, and game day creative for Colorado Football, supporting 100+ prospective student-athletes and program initiatives.
- Served as lead photographer for game days, recruiting events, practices, and workouts.

ASST. DIRECTOR OF CREATIVE SERVICES
University of Toledo | Athletics — 2016 - 2019

- Developed the visual identity and creative campaigns for a 16-sport athletic department.
- Designed marketing and promotional materials across print, digital, and game day platforms.
- In-game photography at all football games and home men's & women's basketball games.