

DEREK MARCKEL

GRAPHIC DESIGN + ART DIRECTION

CONTACT

☎ 419.343.3120

✉ derekmarckel@gmail.com

🌐 www.derekmarckel.com

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 constant personal growth.
- Project management and efficient workflow.
- Strong illustration skills.
- Organized and detail-oriented.
- Very experienced with photography.
- 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.



SENIOR ART DIRECTOR

University of Colorado Football | February 2022 - Present

- Leads the overall visual identity and art direction for University of Colorado Football. This brand is represented in all social media, recruiting material, marketing and large scale facility graphics.
- Design all social media graphics and recruiting content for the fast-growing CU Football and Coach Prime's social media channels.
- Collaborate with the CU social media team to generate weekly social media plans that have assisted in the CU Football brand being one of the fastest growing brands in college football.
- Create personalized graphics for our top recruits, mass graphics to 100+ recruits using variable data.
- Assists in supervising one full-time employee and mentoring a team of 12 student interns.
- Lead the visual direction for media days and recruit photoshoots, including building the sets, lighting, and leading all photography.
- Lead photographer at all home game, practices, workouts and team events.
- Leads communication with print shops to complete all printed material; including large scale facility graphics, ticket boxes, billboards, semi trailer wraps, and more.



GRAPHIC DESIGNER (Remote)

USA Water Polo | December 2019 - Present

- Lead the re-branding of the USA Water Polo visual identity.
- Created all social media content for the 2020 Olympics for both men's & women's water polo teams. Including illustrated graphics announcing each Olympian, gameday graphics, score updates, accolades & awards, and player wallpapers.
- Creates marketing material for membership drives, water polo camps, website content, brochures, email marketing, and apparel.
- Designs logos for the Junior Olympics, tournaments, camps, and educational campaigns.
- Creates user-friendly Photoshop templates for the USA Water Polo staff.



DIRECTOR OF CREATIVE MEDIA

University of Southern California Football | March 2021 - February 2022

- 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.
- Provide creative leadership to 2 graphic design interns.
- Photography at all games, practices, workouts, team events, media days, and recruiting photoshoots.



CREATIVE DIRECTOR

Michigan State University Football | February 2020 - March 2021

- Led a team of 4 full-time employees (2 videographers, 2 graphic designers) and 2 student designers, providing creative direction, insight, and mentoring ensuring that all projects are completed on time and fit within our brand guidelines.
- Developed 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.
- Coordinated 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.
- Managed 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).
- Create personalized graphics for our top recruits, mass graphics to 100+ recruits using variable data.
- Led communications with local print shops and suppliers for ordering and printing all mailers, in-house graphics, and large scale graphics around the football facilities.



GRAPHIC DESIGNER

University of Colorado Football | April 2019 - February 2020

- Designed all recruiting materials for 100+ recruits including mailers, player-specific graphics, mass personalized graphics using variable data, birthday graphics, National Signing Day and NFL updates.
- Created all social media content for the Colorado Buffaloes football social media outlets.
- Worked directly with the head football coach to create 40+ page recruiting books highlighting the Colorado football program.
- Lead photographer for all recruit events, sideline photography at home & away games, practices, workouts, and team functions.
- Designed all game day graphics for social media and created templates for student workers to update throughout games for live-time updates.



ASSISTANT DIRECTOR OF CREATIVE SERVICES

University of Toledo Athletic Department | September 2016 - April 2019

- Developed and implemented a visual identity and campaign for the entire athletic department and all 15 varsity sports.
- Created print media ranging from posters, billboards, stadium signage, tickets, game programs, apparel, schedule cards, mailings, newspaper ads, and more.
- Created digital and social media content for all sports.
- In-game photography at all football, men's & women's basketball games.
- Assisted the Development and Fundraising department in the creation of donation proposals for major gifts, annual giving, and stadium naming rights.



SENIOR GRAPHIC DESIGNER

Haas-Jordan Umbrellas | February 2012 - September 2016

- Created a new visual identity for the company following a change in ownership.
- Designed all print ads, flyers, catalogs, postcards, production artwork, and email blasts.
- Led and mentored a junior graphic designer and production artist intern.
- Created the yearly Haas-Jordan product catalog from start to finish. Including coordinating photo shoots, taking product photography, creating the layout, and writing product descriptions.
- Launched and managed company social media platforms to promoting products, sales, company history and product giveaways, surpassing 4,000 followers on Twitter in under one year.