

# DEREK BLALOCK

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## Experience

### Michigan State Football

East Lansing, MI  
February 2023 - March 2024

#### Creative Director

- **Oversaw all facets of the MSU Football's digital and social media efforts as it relates to graphic design, photography and videography to tell the story of Spartan Football.**
- Served as lead content creator for football digital platforms and assisted with internal content requests (coordinate design materials, presentations and creative support for recruiting visits and other aspects of the football program's internal operations).
- Owned social media strategy and execution across all relevant social media platforms.
- **Orchestrated a unique new uniform unveil campaign that produced the three most engaged posts in @MSU\_Football's history.**
- Developed & managed content calendar and served as publisher for @MSU\_Football social.
- Managed active roster on INFLCR and GREENFLY while generating and distributing content to student-athletes using the platform.

### UC Irvine Athletics

Irvine, CA  
November 2019 - February 2023

#### UC Irvine STAR Award

For sustained exceptional performance and/or significant contributions above and beyond normal performance expectations.

#### Director of Digital Marketing (Feb. 2022-Feb. 2023) / Marketing Specialist II (Nov. 2019-Feb. 2022)

- Conceptualized, produced, and oversaw the visual identity and brand of UC Irvine Athletics through all mediums.
- **Ranked 7th in YOY % increase (+236%) in social interactions (2021 v. 2022) amongst all athletic departments in the NCAA, according to SkullSparks, in the first year as Director of Digital Marketing.**
- Doubled the amount of impressions, engagements, while increasing video views by nearly 400%, and the number of new followers by 156% year over year.
- **Produced hundreds of short-form and long-form video projects, including highlight packages, our Walk & Talk series, Instagram Reels, Videoboard Player Intros, and more.**
- Managed more than 65 digital accounts for 18 division one programs. Our social coverage led to record-breaking months and quarters for the following ticketed accounts: baseball, women's soccer, men's soccer, women's volleyball, men's volleyball.
- Led and taught a team of 16 digital interns in completing assigned tasks for those mediums, and engage with our fanbase on gamedays.
- Worked in lockstep with media relations and the rest of our external staff to find and tell stories of our 300 student-athletes.

### Yellow Flag Productions

Warren, MI  
August 2018 - June 2019

#### Digital Media Manager/Producer

- **Developed and produced fifteen 20-60-minute digital shows, and dozens of segments for three Fox Sports Detroit shows and social media. Also managed streams for dozens of Lawrence Tech University sporting events.**
- Created and implemented social media strategies that led to the success of campaigns for YFP highlighted by the weekly growing of the LTU Athletics and Football accounts, which saw the largest 10 months in the last 10 years.
- Captured, created and customized content for Yellow Flag Productions and LTU through the mediums of the written word, graphics, photography, and videography.

## Education

### Winthrop University

Rock Hill, SC  
M.S. Sport and Fitness Admin.  
May 2020

### Michigan State University

East Lansing, MI  
B.A. Advertising, December 2015  
**Fall 2015 Commencement Speaker**

## Additional

### Bike For Tommy's Heart

In 2015, biked solo 7,000 miles across America, and raised \$15,000 for Teen Heart Screenings.

**Released THE HEART TO RIDE, a 150-page memoir, in March 2018 to detail the trip.**

## Internships

Oakland University (Grad. School) | 2019  
**Texas Rangers | 2016**  
Michigan State Athletics | 2015  
Michigan State Advancement | 2014-15  
**Colorado Springs Sky Sox | 2014**  
**Greenville Drive | 2013**  
The State News | 2011-13

## Skills

Adobe Creative Cloud | Basic HTML | Budgeting | CMS | DSLR Cameras (Nikon & Sony) | Final Cut Pro | Final Draft | Google Analytics | Microsoft Office | Live Stats | Press Releases | Scriptwriting | Social Media | Sony Cinema Line (FX3/FX6) | Studio Photography | Videography & Editing | Voiceover

## References

### Jon Hevron

Art Director  
MSU Spartan Vision  
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### Ben Phlegar

Asst. AD/Communications  
MSU Athletics Department  
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### Cole Critchfield

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August Icon Marketing  
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