

DEREK BLALOCK

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Experience

Houston Rockets & Houston Comets
Houston, TX
June 2024 - present

Recognitions

AAF-Houston 2026
All Fire Campaign
Art Direction - Silver Medalist
Integrated Campaign - Silver Medalist

AAF-Houston 2025
LIFTOFF 2.0 Campaign
Art Direction - Silver Medalist

Michigan State Football
East Lansing, MI
February 2023 - March 2024

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.

Art Director

- **Oversee content pipeline for all graphic design needs, managing the design process from initial strategy and exploration through final production.**
- Develop and maintain scalable design systems, templates, and asset libraries to support a high-volume content engine across all mediums, including out-of-home, print, in-arena signage and digital channels to deliver a cohesive brand experience.
- **Regularly partner with the President, COO and Sr. Creative Director to develop the creative strategy for tentpole moments, including purchasing a WNBA team, season ticket membership renewals, rebrands, and additional major brand initiatives.**
- Manage, mentor, and develop a team of designers, including colleagues and interns from other departments.
- **Write and produce the Houston Rockets' 2026-27 season campaign cinematic trailer.**
- Develop the branding for programs, including Rockets Legends, In Flight, and Hype Squad.

Creative Director

- **Managed all facets of the MSU Football's digital and social media efforts related to graphic design, photography and videography to tell the story of Spartan Football.**
- Served as lead content creator and publisher for football digital platforms and assisted with internal content requests to support the football program's internal operations.
- **Orchestrated a unique new uniform unveil campaign that produced the three most engaged posts in @MSU_Football's history.**
- Served as the primary liaison to other athletic department units (Spartan Vision, marketing, Communications, etc) to develop messaging and content that enhanced Michigan State Football's brand.

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.

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

Beyond The Work

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.

Additional Professional Experience

Yellow Flag Productions **2018-19**
Oakland University (Grad. School) **2019**
H&R Block **2016-18**
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 | Nikon & Sony
Digital Cameras | Final Draft | Google
Analytics | Microsoft Office | Press
Releases | Scriptwriting | Social Media
| Sony Cinema Line (FX3/FX6) | Studio
Photography | Videography & Editing

References

Jon Hevron
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MSU Spartan Vision
Phone: 248-978-5066
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Jose Lopez
Sr. Creative Director
Houston Rockets
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Cole Critchfield
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Paragon Sports International
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