# DEREK BLALOCK

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## Experience

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

*Recognitions*

*AAF-Houston & AAF-District 10 (2026)*
***All Fire Campaign***
*Art Direction - Silver Medalist*
*Integrated Campaign - Silver Medalist*

*AAF-Houston (2025)*
***LIFTOFF 2.0 Campaign***
*Art Direction - Silver Medalist*

*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, which featured the introduction of the Rudy T's Diner concept that eventually became the #1 selling concession stand in Toyota Center.**
- Develop the branding for programs, including Rockets Legends, In Flight, and Hype Squad.

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

*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.

**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.

## 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

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MSU Spartan Vision
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Houston Rockets
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