

Fredrick Hunter Jr.

Sports Marketing & Events | Graphic Designer

EXPERIENCE

Spurs Sports & Entertainment, San Antonio, TX

Graphic Designer – Full-Time | *May 2024 - Present*

Build content for digital, print, in-game, and environmental platforms; Create templates and design branding for the social media team to utilize during tentpole moments and programs

Employ strategic design thinking to craft inspirational design outputs in alignment with project goals, organizational brand guidelines, content marketing plans, and sponsorship activation strategies.

Identify and help implement design tools, templates and technologies to drive both effectiveness and efficiency; Collaboratively participate in proof-of-concept efforts to generate the overall look and feel of large-scale campaigns, projects, and initiatives.

Indiana University Football, Bloomington, IN

Assistant Director of Graphic Design – Full-Time | *June 2022 – May 2024*

Lead in the social, external, internal, and recruiting design efforts for Indiana Football; Oversee and assign projects to graphic design intern.

Responsible for the design management of various print projects as they relate to Indiana Football; Assist the media relations, marketing, and ticketing departments in developing graphics for Out-of-home advertising and various video board elements.

Assist in the direction of player photo shoots; Occasionally photograph prospects on recruiting visits.

Dick's Sporting Goods, Greenwood, IN

Shoe Salesperson – Full-Time | *June 2020 – June 2022*

Promoted a welcoming environment by acknowledging customers and engaging in conversation to identify footwear needs.

Stocked shelves and supplies and organized displays to focus customer attention on specific items.

Handled and satisfied customer concerns to encourage repeat business.

Indianapolis Colts, Indianapolis, IN

Training Camp & Events Assistant – Internship | *Sept. 2020 – March 2022*

Assist with coordinating, promoting, and executing Colts Training Camp and additional special events.

Assemble and distribute giveaway items for up to 12,500 fans on a game-to-game basis.

Assist with all game day and marketing operations including setup, tear down and execution of pre-game and in-game fan activation.

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EDUCATION

University of Indianapolis

August 2017 - May 2021

B.S. in Sports Marketing

KEY COURSES

Creative Digital Practice Design,
Visual Communication Design
Principles, Typography, Marketing
Research & Analytics, Economic
Aspects of Sports Marketing,
Sports Sales.

SKILLS

Proficient in Adobe Photoshop, &
Microsoft Office. Intermediate in
Adobe Premiere, Adobe After
Effects, Adobe Illustrator &
InDesign. Working knowledge in
Blender & Adobe Dimension.

WEBSITE PORTFOLIO

Visit fredhunterjr.com to view
my collection of work created
through my experiences!

VOLUNTEER EXPERIENCE

**2022 College Football National
Championship - Indianapolis, IN**
January 9 - 10, 2022

**2021 Big Ten Championship Game
Fan Fest - Indianapolis, IN**
December 4, 2021

**2021 NCAA Men's Basketball March
Madness - Indianapolis, IN**
March 2021 - April 2021