

Fredrick Hunter Jr.

Sports Marketing & Events | Digital Content Creator

EXPERIENCE

Indiana University Football, Bloomington, IN **Assistant Director of Graphic Design – Full-Time**

June 2022 - Present

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 recruits 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 & Gameday Operations Assistant – Internship**

September 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.

University of Indianapolis Football, Indianapolis, IN **Creative Content Intern – Internship**

August 2019 - June 2021

Act as lead graphic designer and assist in the content creation efforts for social media, recruitment materials, and occasional print projects.

Regularly communicate and collaborate with coaching staff and internal athletic departments to develop innovative creative solutions.

Assist in the progression of the football program's brand development and brand identity.

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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, After Effects,
Adobe Illustrator & InDesign.
Working knowledge in Blender.

WEBSITE PORTFOLIO

My website portfolio can be
found at www.fredhunterjr.com.

VOLUNTEER EXPERIENCE

2022 College Football National Championship

January 9 - 10, 2022

2021 Big Ten Championship Game Fan Fest

December 4, 2021

2021 NCAA Men's Basketball March Madness

March 2021 - April 2021