

DREW BLEVINS




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Professional Assets

Adobe Creative Suite	Brand Management	Engaging Storytelling	Public Speaking
Audio / Visual Equipment	Broadcast and Play-by-play	Graphics & Design	SEO & Web Management
AP Style Writing	Community Engagement	Leadership & Mentoring	Social Media and Social Advertising

Positions Held

Organization	From – To	Title
 Fayetteville Marksmen/Macon Mayhem	July 2024 – present	Director of Creative Services
 Rapid City Rush	August 2023 – May 2024	Manager of Community Relations & Broadcasting
 Fayetteville Marksmen	May 2021 – July 2023	Director of Broadcast & Communication
 Carolina Thunderbirds	May 2019 – April 2021	Vice President of Media Relations
 Franklin Academy High School	June 2017 – May 2019	Media Instructor
 PackTV	August 2013 – May 2017	Head of Broadcasting, Play-by-Play Voice

Experience

Broadcast and Media Relations

- Called over 250 professional hockey games as play-by-play voice with three different teams in the FPHL, SPHL, and ECHL
- Coordinated all official team press releases with NHL and AHL affiliates, ECHL media, and the local media
- Engineered and organized all team YouTube, HockeyTV, FloHockey, and audio-only broadcasts
- Coordinated coverage and managed relationships with over 20 multimedia coverage outlets
- Researched, conceptualized, and authored monthly feature stories for team website and wrote accompanying video feature. Won a regional award for one feature story in South Dakota.
- Hosted live and recorded standups for game recaps and video coverage
- Co-hosted a radio show, podcast and multiple social media video series
- Curated all official team game notes for local media, opposing team media, and fans
- Wrote and managed all team website content including game recaps, ticketing information pages, and webpage design
- Maintained relationship with a three-station radio group for all live radio broadcasts

Multimedia Production

- Proficient in Adobe Creative Suite, Audacity, Microsoft Office, as well as camera operations and audio/visual engineering
- Created all in-arena branding assets for team and its partners that included digital LED ribbon boards and jumbotron graphics
- Wrote, shot, and edited 10 separate team intro sequences to set environment for fans and hype up team
- Designed and engineered TV production of games during COVID so team could generate ad revenue and fans could watch
- Conceptualized and executed video projects to highlight youth hockey development, individual players, and training camp
- Wrote, shot, and produced over 30 team partner video commercials
- Wrote and recorded team's radio commercials for corporate partners
- Wrote, shot and produced a 15-minute documentary film for N.C. State Club Hockey.
- Well-versed in NewTek's Tricaster, OBS software, Mixlr, YouTube, and FloHockey.tv as a primary broadcast platform

Team Services, Community, and Leadership

- Orchestrated 500 volunteer hours in community while partnering with 122 community organizations in 2023-24
- Spearheaded all team airline travel for season including travel itineraries, group ticket purchases and airline coordination
- Acted as the primary point of contact between front office and hockey operations staff
- Mentored and led staff of six interns to assist with team broadcast production and team coverage
- Executed community programs that brought in \$40,000 of revenue to the team with non-profits, schools, and civic groups

Marketing, Creative Design, and Brand Management

- Yearly designed new, fresh brand guidelines that span social media, website, digital content, and in-arena mediums
- Managed a team of four people to achieve social and creative goals for both the Mayhem and the Marksmen.
- Led all digital ticket sales campaigns via email and social media and generated \$353,109 in marketing sales in 2024-25.
- Designed over 25 game-worn uniforms with original logos, fonts, and patterning. Brought in \$400,000 via merchandise sales.
- Created logos for team use, including the Macon Mayhem 10th anniversary logo and multiple theme-night specific logos.
- Spearheaded three rebrand identities for Fayetteville including social takeovers, graphics, videos, uniforms and merchandise
- Led efforts on theme nights to put the team's brand in the spotlight while creating a themed environment for specialty games
- Won the design contest for the 2023-24 SPHL 20th Anniversary Logo. Logo featured on publications, uniforms, and social media.
- Crafted three logos for FPHL Playoffs (2020, 2022, 2023) used on all league official releases, social channels, and game pucks.
- Designed Federal Prospects Hockey League Commissioner's Cup trophy, still in use today
- Coined television station tagline and aided in station rebrand. Both still in use today.

Education

North Carolina State University
Major: Communication Media
Minor: Journalism

Professional References

Kelly Curl, Carolina Thunderbirds	(336) 509-1615
Peter Drikos, Rapid City Rush	(416) 567-9607
Wes DeWitt, Norfolk Admirals	(605) 209-4420