

# William Meyerhoff

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## Skills

I am a creative specialist who is diverse in many different ways, including social media graphics, photography, videography, print layout and design, web layout and design, and creative thinking.

## Experience

February 2025 - May 2026

DIGIDECK (Sportsdigita), Minnesota - *Presentation Designer*

- Participate in weekly design team meetings to review projects, seek feedback, and exchange ideas collaboratively.
- Collaborate with clients to define branding for micro websites, create static mockups, design and animate slide presentations, and coordinate with production and brand teams for final delivery of digital assets.
- Partner with brand team, customer success managers, production designers, and sales teams to deliver polished micro websites for a diverse portfolio of clients, including healthcare, sports, retail, and commercial real estate.
- Consistently exceed client expectations by delivering innovative, high-quality design solutions tailored to their specific needs.
- Revamp existing micro webpages for clients seeking a fresh, modern aesthetic, resulting in enhanced visual appeal and improved user experience.
- Provide actionable feedback to developers, contributing to continuous platform improvements and enhanced user experience.

May 2019 - February 2025

St. Cloud Rox, Minnesota - *Creative Director*

- Started as an intern in 2019, and once my internship was completed, I was hired on full-time as the Creative Director
- Gained leadership skills by overseeing 16 interns and gameday staff.
- Responsible for creating various graphics for social media purposes, ranging from, but not limited to, starting lineups, final scores, player of the week, game day, ticket sales, etc
- Updating and running the WordPress website, which was created from scratch by myself and used as a template for many other Northwoods League teams
- Run all the Rox social media accounts, gaining up to 65% follower increase on all accounts combined
- Able to work long hours and still get multiple tasks done in a timely manner
- Created new mediums to sell to partners to help land six-figure contracts
- Various new print pieces such as marketing booklet, high-end ticket design, new daily Rox Report, and more

- Responsible for running and managing our production crew that broadcasted games on ESPN+. The crew was noted to be the best overall crew in the entire Northwoods League
- Updated and sent out daily (during season) email campaigns to over 10,000 subscribers on MailChimp.
- Responsible for making and managing the video board at the ballpark. That included making and overseeing graphics, videos, layouts, and supervising the production during the game.

2015 - PRESENT

Meyerhoff Design, Minnesota - *Freelancer*

- Created various graphics and designs for sports teams and athletes (Minnesota Timberwolves, Trae Waynes - *former Minnesota Viking*, Michael Pierce - *former Minnesota Viking*)
- Designed and created various websites for a variety of clients, ranging from medical work, foundation, political, real estate, and outdoor guides
- Worked with clients to help create a brand identity, whether it was starting from scratch or expanding on what they already have
- Photographed and videographed various events for clients

## **Education**

September 2015 - May 2020

St. Cloud State University, Minnesota - *BFA in Graphic Design*

## **Awards**

2022

Northwoods League best webcasting team & best game coverage award.

2022 - 2023

Northwoods League community program of the year.

## **References**

Chief of Staff - DIGIDECK (Sportsdigita)

Sarah Arcand - [sarchand@sportsdigita.com](mailto:sarchand@sportsdigita.com)

Director of Creative Operations - DIGIDECK (Sportsdigita)

Bri Otis - [botis@sportsdigita.com](mailto:botis@sportsdigita.com)

Owner/General Manager - St. Cloud Rox

Scott Schreiner - [scott@stcloudrox.com](mailto:scott@stcloudrox.com)