

MIKEKEL ROBINSON

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LinkedIn Profile

EDUCATION

Hampton University | School of Business
MBA In Marketing Concentration
Texas Southern University | School of Communication
M.A. In Professional Communication & Digital Media
B.A. In Broadcast Journalism

Hampton, VA
August 2025 - Present
Houston, TX
Graduated May 2025
Graduated May 2023

PROFESSIONAL EXPERIENCE

CACHE AI

Social Media Content Intern

Houston, TX
June 2025 - August 2025

- Partnered with the founding team to develop Cache AI's brand voice and social media launch strategy.
- Produced engaging content for LinkedIn, Instagram, and TikTok to grow awareness and community in the AI space.
- Managed a weekly content calendar and designed performance graphics spotlighting high school athletes using Canva.

HBCU All-Star Game

Social Media Intern

San Antonio, TX
March 2025 - April 2025

- Created and shared real-time content across social platforms, driving engagement throughout HBCU All-Star Game weekend.
- Produced behind-the-scenes videos, player spotlights, and fan interactions to elevate brand visibility and showcase HBCU culture.
- Collaborated with media and event teams to execute strategic social coverage, contributing to a successful digital campaign and increased social impressions.

Kinders Texas Bowl

Marketing & Events Volunteer Intern

Houston, TX
Dec 2024 - Jan 2025

- Assisted with marketing efforts and event activations to enhance fan engagement and promote the Texas Bowl brand.
- Supported the coordination and execution of Bowl Week events, ensuring smooth operations and a positive experience for participants.
- Collaborated with event staff and volunteers in a high-energy environment, contributing to the success of one of Houston's premier sporting events.

ESPN Houston 97.5

Media Intern

Houston, TX
August 2023 - Dec 2023

- Voiced & Produced over 50+ hours of live broadcast content, ensuring high-quality audio for live shows.
- Managed sound mixing board, maintaining proper audio levels for optimal broadcast quality.
- Coordinated with production teams and assisted hosts in delivering engaging show content.

AAU Track & Field Junior Olympics Games

Event Management & Operations Intern | Social Media Influencer

Des Moines, IA
June 2023 - August 2023

- Increased social media engagement by 25% through strategic content creation and event promotion.
- Assisted with event preparation and execution, ensuring smooth operations during competitions.
- Produced written, video, and image content for marketing campaigns on multiple platforms.

RESEARCH EXPERIENCE

NBA Foundation Tech Challenge, Afrotech Conference

TSU Representative Pitch Competition Presenter

Houston, TX
Nov 2024

- Engaged in a competitive, tech-driven event focused on solving real-world challenges at the intersection of sports, technology, and innovation.
- Collaborated with industry professionals and peers to ideate, strategize, and present cutting-edge solutions that enhance fan engagement, streamline operations, and drive digital transformation within the NBA ecosystem.
- Gained hands-on experience in leveraging emerging technologies and data-driven insights, showcasing creativity and analytical skills in a fast-paced environment dedicated to advancing sports technology.

ONA HBCU CHOHORT Digital Media Fellowship

Digital Media Fellow

Atlanta, GA
Sept 2024

- Collaborated on a digital project under the guidance of Michael Grant, founder of Get Current Studio, enhancing my technical and creative skills in digital media.
- Gained hands-on experience with emerging technologies relevant to online journalism, including tools for multimedia storytelling and audience engagement.
- Developed insights into best practices for digital news production and tech integration in journalism.

LEADERSHIP EXPERIENCE

HerScript Texas Southern University

Advisor

Houston, TX
May 2025 - May 2026

- Advise and mentor members of herScript, fostering professional growth, networking, and community for Black Women pursuing careers in technology.
- Support organizational initiatives by guiding program development, corporate partnerships, and advocacy efforts that promote diversity and inclusion in STEM.

Delta Gamma Chapter of Delta Sigma Theta Sorority, Incorporated

Corresponding Secretary

Houston, TX
Nov 2021 - May 2023

- Organized and distributed official chapter communications, including emails, letters, and announcements, ensuring timely and consistent information flow among chapter members.

AFFILIATIONS

Delta Sigma Theta Sorority, Incorporated

Nov 2021 - Present

HONORS & AWARDS

2026 EICOP FINALIST

Entertainment & Community Impact Program

LA/NY/ATL
Nov 2025 - May 2026

- Selected as a finalist in a competitive program recognizing outstanding performance in entertainment and community impact initiatives.
- Participated in professional development workshops, networking events, and hands-on projects focused on the intersection of media, sports, and community engagement.

Proficient in: Adobe Premiere Pro, Final Cut Pro, Davinci Resolve, Microsoft Office Suite, Avid, Trello, Canva, Writer, Social Flow, Dash Hudson, Creators Studio