MIKEKEL ROBINSON

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LinkedIn Profile

EDUCATION

Hampton University | School of Business — **Hampton, VA**
MBA In Marketing Concentration — *Graduated August 2026*

Texas Southern University | School of Communication — **Houston, TX**
M.A. In Professional Communication & Digital Media — *Graduated May 2025*
B.A. In Broadcast Journalism — *Graduated May 2023*

PROFESSIONAL EXPERIENCE

CACHE AI — **Houston, TX**
Social Media Content Intern — *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 — **San Antonio,TX**
Social Media Intern — *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 — **Houston,TX**
Marketing & Events Volunteer Intern — *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 — **Houston, TX**
Media Intern — *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 — **Des Moines, IA**
Event Management & Operations Intern | Social Media Influencer — *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 — **Houston, TX**
TSU Representative Pitch Competition Presenter — *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 — **Atlanta, GA**
Digital Media Fellow — *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 — **Houston, TX**
Advisor — *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 — **Houston, TX**
Corresponding Secretary — *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 — **LA/NY/ATL**
Entertainment & Community Impact Program — *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