

MIKEKEL ROBINSON

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LinkedIn Profile

EDUCATION

Texas Southern University | School of Communication

M.A. In Professional Communication & Digital Media

B.A. In Broadcast Journalism

Houston, Tx

May 2025

May 2023

PROFESSIONAL EXPERIENCE

ESPN Houston 97.5

Media Intern

- 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.

Houston, Tx

August 2023 - Dec 2023

AAU Track & Field Junior Olympics Games

Event Management & Operations Intern | Social Media Influencer

- 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.

Houston, Tx

June 2023 - August 2023

Westwood One Radio Row

Student Intern

- Guide the interviewees from station-to-station in order to keep the interview schedules on track.
- Coordinate radio interviews for the attending stations.

Houston, Tx

March 2023

Houston Livestock Show & Rodeo

Studio Intern

- Operated live cameras for livestock events, contributing to high-quality event coverage.
- Assisted with audio and grip services for professional broadcast crews.
- Coordinated with directors to ensure timely and accurate news monitoring and production.

Houston, Tx

Feb 2023 - March 2023

KTSU-2 TV

MMJ General Assignments | Reporter

- Produced over 30+ news packages covering campus events, student issues, and local stories, providing timely and relevant content to the TSU community.
- Reported live on-campus news, serving as an on-camera talent and delivering clear, engaging stories under tight deadlines.
- Wrote compelling scripts and storylines for news packages, increasing viewer engagement by addressing key issues affecting the student body.

Houston, Tx

August 2021 - May 2023

RESEARCH EXPERIENCE

NBA Foundation Tech Challenge, Afrotech Conference

TSU Representative Pitch Competition Presenter

- 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.

Houston, Tx

Nov 2024

ONA HBCU CHOHORT Digital Media Fellowship

Digital Media Fellow

- 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.

Atlanta, Ga

Sept 2024

LEADERSHIP EXPERIENCE & COMMUNITY INVOLVEMENT

Delta Gamma Chapter of Delta Sigma Theta Sorority, Incorporated

Corresponding Secretary

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

Houston, Tx

Nov 2021 - May 2023

S.H.A.P.E. Community Center

Active Participant

- Contributed to the company's overall success
- Provided tutoring and homework assistance session to assist the youth
- Participated in over 10 volunteer events, which resulted in accumulating 75+ community service hours for the year

Houston, Tx

Sept 2020 - May 2021

HONORS & AWARDS

2025 EICOP FINALIST

Entertainment & Community Impact Program

- 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.

LA/NY/ATL

Nov 2024 - Present

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