

# Michael Robertson Jr.

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## SUMMARY

A Dean's List, Summa Cum Laude Marketing major at The University of Tennessee, Knoxville originally from Richmond, VA, primarily interested in the sports marketing industry, but open to other opportunities.

## EDUCATION

**The University of Tennessee, Knoxville** Haslam College of Business      Knoxville, TN  
*Bachelor of Science in Business Administration*      Graduation: May 2026  
Major: *Marketing*      Concentration: *Digital Media*      GPA: 3.93

## WORK EXPERIENCE

**UT RecSports**      Knoxville, TN  
*Outreach Design and Strategy*      June 2025 - Present

- Supported planning and execution of large scale events and activities, contributing to record attendance and increased student engagement through strategic promotion and on-site coordination
- Collaborated with marketing and design teams to ensure consistent branding, messaging, and visual alignment across digital and in-person campaigns
- Published and managed promotional content across social and digital platforms to support events and programs, contributing to record attendance and increased student engagement
- Tracked participation metrics and engagement outcomes to evaluate event success and inform future programming
- Represented RecSports at community outreach events, presentations, and facility tours, serving as a public-facing ambassador to prospective students and campus partners

**The Free Store**      Knoxville, TN  
*Student Coordinator*      March 2025 - May 2025

- Assisted in planning and promoting community-focused events through the creation of marketing materials, increasing student awareness and participation
- Represented the organization at tabling events and pop-up activations, engaging directly with students and promoting sustainability initiatives
- Supported outreach efforts by communicating program impact and mission to diverse campus audiences

## **LEADERSHIP EXPERIENCE**

### **UT RecSports**

Knoxville, TN

#### *Outreach Design and Strategy*

June 2025 - Present

- Created, scheduled, and distributed multimedia content across digital platforms to promote events, programs, and campaigns
- Collaborated with a cross-functional team to support long-term program vision, engagement strategies, and operational goals
- Monitored engagement trends and audience response to inform future content direction and cadence

### **Winter Guard / Drum Corps International**

Nashville, TN

#### *Technician*

November 2024 - Present

- Instructed and mentored youth performers within multiple nonprofit organizations, fostering discipline, teamwork, and determination
- Planned and managed multi-day rehearsals and events, coordinating schedules, logistics, and communication
- Maintained a professional, supportive environment while working with students, staff, and parents

### **Winter Guard / Drum Corps International**

Nashville, TN

#### *Performer*

February 2020 - April 2024

- Performed and led within elite, high-pressure performance environments, requiring discipline, adaptability, and precise execution under tight timelines
- Collaborated with large, diverse teams to deliver coordinated live performances, reinforcing teamwork, accountability, and professionalism
- Represented nationally recognized organizations like Music City Mystique, The Cadets, Carolina Crown, and Madison Scouts in public-facing, competitive settings

## **HONORS & AWARDS**

- Microsoft Excel Skills Badge
- Microsoft Excel Critical Thinking Badge
- Adobe Photoshop Certification
- Dean's List, Summa Cum Laude

## **SKILLS**

- Microsoft Office Suite
- Adobe Illustrator
- Community Engagement
- Community Outreach
- Metricool Data Tracking
- Social Media & Digital Marketing
- Time Management & Multitasking
- Strong Written & Verbal Communication