

William J. Robben

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EDUCATION

The University of Kansas, *University Honors Program*

Lawrence, Kansas

Bachelor of Science, Journalism and Mass Communications, GPA: 3.88/4.0

Anticipated May 2026

Concentration in Digital Marketing Communications, Minor in Business and Sport Management

CIMBA Study Abroad Program

Paderno Del Grappa, Italy

- Studied Marketing and Management concepts over the course of four weeks meeting and learning from business professionals from across the globe

May 2024 – June 2024

WORK EXPERIENCE

Garmin

Olathe, Kansas

Videographer/Photographer Intern

May 2025 – August 2025

- Support producers in the pre-production process by assisting with the scouting of shoot locations and identifying wardrobe options
- Assist in the video and photo production process across multiple shoots throughout the summer
- Perform post-production edits for various video and photo campaigns

Elevate

Lawrence, Kansas

Videographer/Photographer

May 2024 – February 2025

- Operate Sony camera equipment to capture video and photo content
- Utilize Adobe Premier Pro and Lightroom to edit video and photo packages
- Schedule filming dates, times and locations with models and collegiate athletes

Social Media Coordinator

- Implement Digital Marketing Strategies to grow the success of the company's social media platforms
- Observe social media data analytics to determine the optimal time to post content

Graphic Design

- Design engaging and innovative graphics to be featured on company social media platforms

University of Kansas Cheer

Lawrence, Kansas

Videographer

October 2024 – Present

- Serve as the videographer and editor for the university cheer team, producing content across digital platforms

ACTIVITIES

Days With Jays

Lawrence, Kansas

Marketing Coordinator

October 2023 – May 2024

- Developed marketing materials to be shared on organizational social media platforms and emailed newsletters
- Collaborated with a small team to determine the most effective marketing strategies

Sigma Nu Fraternity, Nu Chapter

Lawrence, Kansas

Vice President

April 2024 – April 2025

- Facilitate our fraternity judicial board to ensure member accountability and adherence to fraternity policies
- Maintain open lines of communication between our house corporation board, sorority and fraternity representatives, as well as the university
- Oversee various in-house committees ensuring each is functioning smoothly

Recruitment Chairmen

April 2023 – April 2024

- Manage a small team in implementing strategies to reach our yearly recruitment quota
- Maintain daily communication with 50+ potential new members

AWARDS

SFL (Sorority and Fraternity Life)

2024 Amy M. Long Schell Living the Values Award Winner

- This award recognizes members of the fraternity and sorority community who positively display organizational and community values through daily actions and behaviors