



# Will Insull

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## WHO I AM

With a degree in Economics and a love for the science of behavior, I'm motivated by what drives markets and people. As a creative, I'm energized by strategizing, writing, shooting, editing, producing, brand building, and making great work, fast. Altogether, I'm a determined brainstormer and problem solver who looks to increase audiences, conceive new ideas, build an online and in-person presence, and design new programming. Oh, and I'm a sports junkie. My goal is to work with an enthusiastic and innovative organization to help promote, protect, and advance brands, products, ideas, companies, and teams using tactical thinking, visual creations, and engaging language.

## WORK EXPERIENCE

### **University of Colorado – Creative Content Manager for WBB**

July 2022 – April 2024

- Sole full-time creative responsible for capturing, editing, and creating creative video and photo content for WBB
- Produced content for the team, individual players, recruiting, and marketing, including but not limited to: travel coverage, media days, special events, pre-game hype, in-game highlights, post-game recaps/celebrations, tournament play, player recognition; View work on [gondola](#)
- Content created for @cubuffsWBB generated more than 7.7m views, 1.7m likes, 3.1k shares, and 12.3k comments in just 22 months
- Responsible for the day-to-day and game day management and strategy for all social channels
- In 22 months, grew social accounts by over 3k X followers, 22.5k Instagram followers, and 4k followers on Threads
- Managed and protected the brand; collaborated with other CU creatives, staff, and outside organizations, such as ESPN, Pac-12 Conference, and Colorado Public Radio; and oversaw and directed creative interns during game days and on special projects

### **Rice University Athletics – Content Assistant**

June 2021 – July 2022

- Responsible for capturing, editing, and creating creative video and photo content for eight teams
- Produced content for teams, individual players, and the marketing department, including but not limited to: travel coverage, media days, pre-game hype, in-game highlights, post-game recaps/celebrations, tournament play, player recognition; View work on [gondola](#)
- Grew [Rice Volleyball's IG](#) by 300% in 1 season

### **Wobble Works INC./3Doodler – Marketing Content Specialist**

May 2021 – July 2022

- Created social, blog, and email content for 3Doodler and PIKA3D brands, coordinating with different dept members
- Responsible for product photography, video production and editing, editorial and social media strategy, research, talent booking, and blog and tutorial writing
- Helped bring to market new product and brand launches

## **Agency Work**

### **Public Content – Social Media / On-Site Photo Intern**

Jan 2021 – Apr 2021

### **Tribu – Strategy Intern**

Jan 2020 – Mar 2020

- Worked on client pitch decks, social media strategy, content creation, email drafting, SEO, research, and website copywriting

- Experienced creative and communication strategies moving from the idea/brainstorming stage through to creation and distribution

## FREELANCE PHOTOGRAPHY

### **Photographer/Videographer**

Aug 2014 – Present

- Portraits, lifestyle, event, wedding, sports, and editorial photography
- Short to medium length social and web video
- Created [photographic](#)/video content for social media & web use for clients: Google • NCAA • 2020 Alamo Bowl • Caterpillar • Doc Martens • COPA America Centenario • Zagat • Happy Socks • LG Electronics • Hilton Hotels • Craftsman • Urbane Mobile • Pizza Hut • 1:Face Watch • Hotwire • Tiniid Hat Company • Kammok • Bishop Cider • DayforNight Fest • Colliers International Real Estate • MAC Gym • Trinity University Career Services • Sengled • Houston Dynamo • ESPN

## SOCIAL MEDIA PRESENCE

Current [Instagram following](#) – 36,000

- Instagram Suggested User – May 2014, July 2015
- Juried Instagram Art Show: OnebyOne Texas – Feb 2015

## EDUCATION

**Trinity University**, B.A. in General Economics, 2020

Minors in Communication, Sport Management

- Finalist for Sport Management Senior Award
- SCAC Conference Academic Honor Roll, 2019, 2020

Accepted to VCU Brandcenter: Strategy – May 2021 (deferred)

Ad Club at VCU 2nd Strategic Workshop – Nov, 2020

Ad Club at VCU Robertson Rush Creative Sprint – July, 2021

## ATHLETICS

Pitcher, Trinity University Baseball, 2016 – 2020

Pitcher, Rocky Mountain Collegiate Baseball League, 2018

## RELEVANT VOLUNTEER EXPERIENCE

**Texas Valero Alamo Bowl - Event Management/Coordination**

Sep - Nov 2019

**Mexico U.S. Tour 2019 - Photo Marshal**

Sep 10, 2019

## SKILLS:

Photography

Videography

Copywriting

Production

Video Editing

Brand/Social Strategy

IG, Threads, X, FB, TikTok, LinkedIn

The Adobe Suite

Word, Excel, Powerpoint

Time Management

Event Management

Leadership