



WILL LABEAUX

CREATIVE VIDEO PRODUCER

Hi! I'm Will. I am passionate about creating visually-stunning experiences for audiences to enjoy. I am known for my skillset in video production and content creation, my work ethic, and adaptability beyond my years. I have a proven ability to collaborate on creative teams driving audience engagement through strategic storytelling, high-impact visuals, and social strategy.

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- [Condola profile](#)
- [LinkedIn](#)

WORK EXPERIENCE

■ University of Colorado Athletics & Colorado Football *Senior Creative Intern* May 2023 - Present

- Captured and edited high-impact video, photo, and social content for CU Football and Athletics, enhancing audience engagement across 7+ social platforms, as well as in-venue videos.
- Planned, produced, and edited hundreds of creative video projects including practices, game days, and other various events, ensuring timely delivery, high-quality production, and brand awareness.
- Mentored and managed 3 creative interns as a "Gold-Level Leader," providing hands-on guidance in video, photo, and social strategy.
- Created and contributed to viral sports content that generated **37M+ views and 3.4M+ likes** across various CU Athletics & Football social channels.
- Led recruit visit shoots and media day shoots & spearheaded recruiting projects including viral "Juju" Lewis Commitment announcement amassing 2.9M+ views and 500K+ likes.
- Footage featured in Amazon Prime's Docu-series "Coach Prime"

■ University of Colorado Police Department *Digital Content Intern* Oct. 2021 - August 2023

- Planned & produced content for CUPD social channels and website to keep University community informed and engaged.
- Independently managed public information campaigns, producing high-quality video, photo, and branding materials in a high-pressure, fast-paced environment.

■ Mount Hermon Camps and Conference Center *Video Producer* Summer 2022

- Capture video content of weekly summer camps and produce a long-form recap video weekly, as well as social media deliverables throughout the week.
- Required pre-production planning, time management, and developing my own culling and organizational system, collaborating with marketing team while requiring minimal guidance from superiors.

■ Freelance photo & video 2019 - Present

- Freelanced for various creative projects for clients including:
 - University of Kentucky Football, 5430 NIL Alliance, Elevations Credit Union, Graduate & Senior portraits, Weddings, Trojan Pride Sports Marketing, The Annex Boulder

EDUCATION

2021 - 2025

UNIVERSITY OF COLORADO BOULDER

- B.S. College of Engineering
- Major: Creative Technology and Design

2018 - 2021

OAK RIDGE HIGH SCHOOL

- GPA 4.2

SKILLS

- Adobe Creative Cloud
- Premiere Pro / After Effects
- Videography / Video Editing
- Social Media Management
- Photography
- Clipro / WSC sports / Live-cutting
- Asana
- User Experience Design - UX/UI

OTHER EXPERIENCE

THE HILL EDH 2019 - 2021 CHIEF OPERATIONS OFFICER

- COO and founding Member of The Hill EDH - a 501c3 nonprofit created by students. Raised over \$20,000 in first year of operation for students locally and abroad in Honduras.
- Managed other students in marketing, content, local operations of coffee shop, CX.

TOGO'S SANDWICH SHOP 2020-2021 SHIFT LEADER

- Promoted to shift leader after 6 months. In charge of managing other employees and restaurant operations on closing shifts.
- Developed customer service, teamwork, and management skills.