

WILL BENNER

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PROFESSIONAL OBJECTIVE

Experienced High School and AAU Basketball Coach seeking opportunity to lead a varsity program, and to help shape athletes into better players as well as people.

CAREER HIGHLIGHTS

- ◆ **#1 Best-Selling Author: The World Of Youth Basketball.** A book targeted toward parents seeking to start their child off on a youth sport. The book discusses the journey and growth process and gives advice on multiple aspects on the stages of youth basketball.
- ◆ **Basketball Coach for more than 8 years**
- ◆ **27-5 Overall Record as a Head High school Basketball Coach**
- ◆ **8 years working in Orlando Magic Youth Basketball Program** including Camps, Leagues, and Clinics.
- ◆ **On-Air TV Reporter for Florida Gators Athletics, specializing in Basketball**

EDUCATION

University of Florida College of Journalism and Telecommunications **2013-2017**
Bachelor of Science in Telecommunications

Lake Mary Preparatory School: High School Diploma **2012**

PROFESSIONAL EXPERIENCE

Basketball Coach at Lake Mary High School **May 2018 to Present**

I have been a part of the Lake Mary Basketball program for the past three years, where I have taken on a number of different roles. I started off as the Varsity Assistant Coach, before taking over as the Freshman Head Coach in my second year. As the Freshman Head Coach, my team went 14-1 with an average margin of victory of +18 points per game. In my third year at Lake Mary, I became the Head JV Coach, where my team finished 13-4 with an average margin of victory of +12 points per game.

Video Editor and Content Producer at Hoop Brothers, LLC **October 2017 – April 2020**

My daily routine consisted of analyzing pre-recorded videos and editing together highlight reels for high school basketball players. I was also one of their main content producers in that I wrote feature articles on premium clients as well as helping maintain relationships with AAU coaches and programs in the state of Florida. Also co-directed two separate recruiting events, where players participated in a recruitment workshop, skills-development training, and live game play in front of college coaches.

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Men's Basketball Beat Reporter for ESPN Gainesville

September 2016 – April 2017

It was my job to attend and shoot team press conferences and games. I would then bring back what I shot, and created a highlight reel of what happened during the game as well as handling all things television-related to Gator Basketball. I was fortunate enough to fly to Madison Square Garden where I was the main reporter on the team during their NCAA Tournament run.

Sports Anchor for WUFT/WRUF, Gainesville, FL

August 2016 – April 2017

Using archived footage, I put together a rundown of the most important events and stories from each weekend. I then wrote scripts in ENPS and created and edited video to go with my scripts. I then went live during the sports segment of WUFT's First at Five Newscast. Also, during my time at WRUF, I wrote articles pertaining to nearly every sport from the NBA and NFL, to NASCAR, to Collegiate Tennis.

Reporter for WUFT News, Gainesville FL

August 2015 – April 2016

After participating in the morning pitch meeting, I traveled to various locations in Gainesville to cover the story I pitched, while also seeking out other newsworthy stories. I had until 4:30 p.m. to go out and shoot footage, get interviews from experts to help advance the story, edit the footage and write the script for the total news package to air on the First at Five newscast.

Basketball Coach and Trainer, The National Basketball Academy

June 2013 – Present

I have been a part of the TNBA family since 2013. I started off as a summer camp coach for the Orlando Magic Basketball Camps. Since then, I have coached and trained players of various different ages, including coaching 11U through 17U AAU teams. I also had the opportunity to coach the Varsity Boys team at St. Mary Magdalen through TNBA.

SKILLS

Software Tools

- High-level skills using software such as Adobe Premiere Pro, ENPS, KLZ, and Final Cut Pro

Television Production

- All aspects of camera operation, field work, and post-production

ACTIVITIES AND ACHIEVEMENTS

- Four years of High School Basketball and AAU Basketball.
- Our Varsity team advanced to regional-semifinals.
- Performed as a member of the Track team at Lake Mary Preparatory School.
- Avid golfer from the age of 5, achieving a "Hole in one" at age 9 and two-time champion.
- TV Production member for all four years of high school, eventually rising to the school's news team leader.