

Coach Kelly Robinson Jr. 29 is a Douglasville Georgia native heading into his fourth season as a Head Coach at Campbell — his first head-coaching role after five years developing as an assistant, that included stops at Hillgrove and South Cobb.

Basketball wasn't his first sport. Coach Kelly played soccer growing up before transitioning to basketball, making the team at Campbell as a freshman. That soccer background shows in his coaching today — an emphasis on footwork, body control, and the fundamentals that too often get overlooked.

Coaching Philosophy

Coach Kelly believes in mastering the basics before the flash: mechanics, form, footwork, and shot placement. His goal for every player is simple — help them become the best version of themselves, on and off the court, by building confidence through hard work and attention to detail.

Highlights

Back-to-back championships, including the 2026 seventh-grade title Coach Kelly calls "the best game I've ever been a part of" — a full-circle moment after the team was upset the year prior on pace toward his stated short-term goal: building the best eighth-grade team in Georgia!

Coaching Influences

Coach Kelly's style is a blend of his own experience — evolving from a more hands-off approach to a calmer, steadier presence — combined with the intensity of college coach Dan Hurley (currently the head coach at UConn, now in his ninth season leading the Huskies. He coached them to two national championships (2023 and 2024) and a runner-up finish in 2026's title game). At the NBA level, he points to Gregg Popovich as a model for the kind of longevity and consistency he hopes to bring to the game.

Goals

Short-term: Build the best eighth-grade team in Georgia. Long-term: Coach at the college level.

A Message to Parents

"Patience — it's going to be a long journey. You'll have your ups and downs, but if you stay consistent with the work, it pays off. Trust the coaches. You can see how my group is, not just from the standpoint of winning, but also from their growth.... when they were younger to now. It may not happen until they're 16-17. It clicks at different times for everyone. All you can do is put them in the right situation that can challenge them and also help them to grow."

Favorite Quote

"Finish well."

Coach Kelly heard this phrase from his Bishop the morning of the championship game — and knew right then his team would win.