

Nels Williams

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WORK EXPERIENCE

Show Host, Producer, Sales Associate, Social Media Assistant Manager

ESPN Blacksburg, Blacksburg, VA August 2024 - Present

- On-air host of [ESPN Blacksburg's "The Drive."](#) a radio sports-talk show that airs 4-6 p.m., Monday-Friday on the Flagship Home of Virginia Tech sports: Plan on-air schedule and content; book guest hosts; record promos; manage equipment
- Host live, on-site football pre-game show before home games, and live studio show before away games
- Sell advertising packages to local businesses and record on-air advertising spots
- Produce graphics and videos for ESPN Blacksburg's social platforms, including Instagram, Twitter, and Facebook

Sports Broadcaster

ACC Network Extra, Blacksburg, VA October 2023 - May 2024

- Performed live, on-air sideline reporting for Virginia Tech men's and women's basketball as well as volleyball games
- Wrote, edited, and recorded broadcast packages that highlighted certain players or provided in-depth game analysis
- Provided live, compelling play-by-play announcing for lacrosse, softball, and baseball games

Broadcast Associate Intern

Learfield Radio, Blacksburg, VA August 2023 - May 2024

- Assisted with "Tech Talk Live," Virginia Tech's premier pregame show for football and men's basketball
- Manned radio play-by-play of home Virginia Tech softball games and created unique video content for Virginia Tech's social media platforms in Spring 2024

Social Media Intern

Tech Sideline, Blacksburg, VA January 2024 - May 2024

- Curated Tech Sideline's Instagram, Facebook, and Twitter, creating short-form video content and graphics using Adobe Products
- Increased engagement and following by over 250% over a 5-month span

Broadcast Production Intern

ESPN Blacksburg, Blacksburg, VA

January 2023 - December 2023

- Co-hosted and produced “The Drive,” the flagship radio sports-talk show weekdays from 4-6 pm
- Delivered daily sports content and pregame panel discussions; loaded commercials through iMediaTouch, screened guest callers during the live show

Media Intern

SonsOfSaturdayVT, Blacksburg, VA

August 2022 - September 2023

- Curated and produced video and photo content for TikTok, Twitter, Instagram, and Facebook, such as rapid-fire sit-down interviews with Virginia Tech athletes
- Wrote in-depth articles covering Virginia Tech athletics for the brand’s website

Emcee and Team Reporter Intern

Pulaski River Turtles, Pulaski, VA

June 2023 - August 2023

- Hosted on-field entertainment between innings
- Interviewed players postgame and assembled reporting packages for the team’s social media

Broadcast Intern

DC Grays, Washington, D.C.

June 2022 - July 2022

- Performed play-by-play and color broadcast duties for live games

SKILLS

Photo/Video/Audio Reporting

TV Studio Production

AP ENPS

iMediaTouch

Sports Play-By-Play Broadcasting

Project Management

Adobe Creative Cloud

Writing and Editing

Public Address Announcing

Sales and Branding

Social Media Marketing

Organizational Leadership

EDUCATION

B.S. in Sports Media Analytics, Minor in Political Science; Graduated Magna Cum Laude
Virginia Tech, Blacksburg, VA

VT CLUB EXPERIENCE

3304 Sports, Sports Media and Broadcasting

April 2021 - May 2024

- Provided radio-style play-by-play and color commentary for Virginia Tech sports
- Serve as lead producer, director, anchor, and reporter for in-studio TV-style broadcasts
- Produced and created reporting packages for football and basketball