

Melia Williams

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Professional Summary

Sports PR and communications professional with hands-on experience in professional basketball, football, and collegiate athletics. Skilled in media relations, press release writing, social media strategy, and game-day operations. Organized, creative, and thrives in fast-paced, high-pressure sports environments.

Education

Grand Valley State University — Allendale, MI

Bachelor of Science in Journalism, Broadcasting, and Digital Media | Minor: Advertising and Public Relations

GPA: 3.94 | Graduation: April 2025

Relevant Experience

Windy City Bulls – PR & Communications Associate

August 2025 – Present

- Utilized HoopsOMG to produce game notes and media guides.
- Used Adobe Creative Cloud to create social media content.
- Oversaw media credentialing and press interviews.
- Drafted and distributed press releases for major team news and announcements.

Buffalo Bills – Training Camp Communications Intern

July 2025 – August 2025

- Set up and broke down press conferences and media availabilities.
- Escorted players to and from interviews with local and national outlets.
- Distributed media credentials and assisted with credentialing logistics.
- Collected autographs from players for team broadcast partners.

Grand Rapids Gold – Public Relations Intern

Nov 2023 – April 2025

- Wrote press releases distributed to members of the NBA, NBA G League and local media outlets.
- Managed social media content and developed targeted fan engagement strategies.
- Assisted with game day operations in a fast-paced, professional sports setting.

GVSU Athletics – Marketing Intern

Fall 2023 – Spring 2024

- Executed game day promotions and coordinated logistics for athletic events.
- Managed fan engagement and supported promotional strategies.

WOODTV8 News – News Intern

Summer 2023

- Managed the assignment desk and collaborated on intern projects.
- Shot stand-ups and edited demo reel content for broadcast production.

GVSU Student Reporting Lab – Production Consultant

July 2023 – April 2024

- Mentored high school students in multimedia journalism.
- Provided feedback on storytelling techniques and video production.

GVSU Lanthorn Newspaper – Student Journalist

Nov 2021 – Sept 2023

- Conducted interviews and researched campus stories to write compelling articles on student life and university events.

Additional Work Experience

Nest Egg Cafe – Server | *May 2024 – July 2025*

GVSU Central Housing Office – Clerical Aide | *May 2023 – May 2025*

Dairy Queen, Ann Arbor – Shift Leader | *Summers 2020 – 2022*

Skills

Technical: Adobe Audition, Premiere Pro, Photoshop, Canva, HoopsOMG, Microsoft Office

Professional: Strong verbal/written communication, time management, storytelling

Leadership & Extracurriculars

GVSU Varsity Track and Field – Team Leader | *Summer 2021 – 2025*

SAAC – Social Media Coordinator | *Summer 2023 – 2025*

Grand Valley PRSSA – Active Member | *Sept 2024 – 2025*