

# 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.

## 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**