

Nels Williams

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WORK EXPERIENCE

Public Sector Account Representative, Four Inc., Herndon, VA February 2025 - Present

- Manage public sector business for software OEMs supporting federal civilian, DoD, and SLED agencies
- Build client relationships and collaborate with OEMs/partners to develop multi-million dollar quotes.
- Align net new opportunities with procurement frameworks (NASA SEWP V, GSA, DoD ESI BPA)
- Curated pipeline management for new and previous contracts

Freelance Play-By-Play Broadcasting, Northern Virginia Area

Nova Sports Media Team (NSMT)

October 2025 - Present

- Lead play-by-play broadcaster for high school football and basketball, streamed on NFHS
- Support social media through postgame interviews and other miscellaneous content

DMV Sports Media

September 2025 - Present

- Call play-by-play for select United Premier Soccer League matches

Prince William Sportz & Entertainment

September 2024 - Present

- Call play-by-play for select high school football and George Mason men's ice hockey games

Show Host/Producer/Sales Associate/Social Media Manager, ESPN Blacksburg August 2024 - December 2024

- On-air host of [ESPN Blacksburg's "The Drive,"](#) a radio sports-talk show that aired from 4-6 p.m., Monday-Friday on the Flagship Home of Virginia Tech sports
- Planned on-air schedule and content; booked guest hosts; recorded promos; managed equipment
- Hosted live, on-site football pre-game show before home games, and live studio show before away games
- Sold advertising packages to local businesses and recorded on-air advertising spots
- Produced 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 more than 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 p.m.
- 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
AP ENPS

Project Management
Writing and Editing

Sports Play-By-Play Broadcasting
Adobe Creative Cloud

Sales and Branding
Organizational Leadership

Public Address Announcing
Social Media Marketing

Customer Relationship Management
Data Analysis

EDUCATION

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