

# NELS WILLIAMS

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## WORK EXPERIENCE

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### Public Sector Account Representative, Four Inc.

February 2025 – Present

Herndon, VA

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

### Freelance Play-By-Play Broadcasting

September 2024 – Present

Northern Virginia Area

- **University of Richmond:** Call play-by-play for select baseball games on ESPN+ (April 2026 – Present)
- **VCU:** Call play-by-play for select women's lacrosse games on ESPN+ (February 2026 – Present)
- **Nova Sports Media Team:** Lead play-by-play for HS football and basketball on NFHS (October 2025 – Present)
- **DMV Sports Media:** Call play-by-play for select United Premier Soccer League matches (September 2025 – Present)
- **Prince William Sportz:** Call play-by-play for HS football and George Mason men's ice hockey (September 2024 – Present)

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

August 2024 – December 2024

ESPN Blacksburg, Blacksburg, VA

- On-air host of "The Drive," a weekday radio sports-talk show 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 shows and live studio shows
- Sold advertising packages to local businesses and recorded on-air advertising spots
- Produced graphics and videos for social platforms including Instagram, Twitter, and Facebook

### Sports Broadcaster

October 2023 – May 2024

ACC Network Extra, Blacksburg, VA

- Performed live, on-air sideline reporting for basketball and volleyball games
- Wrote, edited, and recorded broadcast packages providing in-depth game analysis
- Provided live play-by-play announcing for lacrosse, softball, and baseball games

## SKILLS

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- Photo/Video/Audio Reporting
- AP ENPS & iMedia Touch
- Sports Play-By-Play Broadcasting
- Adobe Creative Cloud
- Public Address Announcing
- Social Media Marketing
- Project Management
- Writing and Editing
- Sales and Branding
- Organizational Leadership
- Customer Relationship Management
- Data Analysis

## EDUCATION

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### Virginia Tech

Blacksburg, VA

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