

Peyton C. Williams

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Objective

Determined and passionate young professional that is seeking employment in the sports media industry.

Education

King University (Bristol, TN - May 2021)

M.B.A. – Project Management
3.875 Grade Point Average

Emory & Henry College (Emory, VA - December 2019)

B.A. – Mass Communications & Sport Management
Magna Cum Laude – 3.883 Grade Point Average

Work Experience

World Racing Group, On-Air Talent for DIRTVision (Concord, NC)

February 2024 – Current

- Serve as the pit reporter for the Xtreme Outlaw Midget Series presented by Toyota, one of three national, sponsor-titled series governed by the World Racing Group.
- In conjunction with the World of Outlaws, develop feature stories and sponsor-related content for broadcasts and social media purposes.
- Conduct driver interviews and generate engaging and informative packages for pre-race shows as well as the weekly studio show, Pitbull.

ESPN / FOX Sports / MAVTV, Freelance Production Assistant

July 2023 – Current

- Ideate engaging content for use within the broadcast such as driver/owner introductions, scenic shots and historical pieces.
- Gather data, statistics and photos for broadcasters and producers to use as content throughout the broadcasts.
- Assisted producers and talent during the existence of the Superstar Racing Experience (SRX), which generated nearly three million views.

National Sports Media Association, Operations Assistant (Winston-Salem, NC)

September 2021 – Current

- Assist with strategizing execution of social media promotion and exposure for the annual NSMA Awards Weekend.
- Interview the nation's top sportscasters and sportswriters, including hall of fame inductees and award winners.
- Help the Executive Director with set up and tear down of the event as well as packaging and nationwide distribution of awards.

Emory & Henry College Athletics, Communications and Sports Information Assistant (Emory, VA)

October 2016 – Current

- Currently serve as the public address announcer for men's and women's basketball, previously served as the play-by-play voice for radio broadcasts.
- Sold and then created weekly promotional advertisements and organized said content for various broadcasts.
- Booked coaches, athletes and guests for appearances at events such as sports talk shows, interviews and podcasts.

Motor Mile Speedway, Assistant Director of Communications (Fairlawn, VA)

March 2023 – February 2024

- Served as the announcer and pit reporter for the NASCAR Advance Auto Parts Weekly Series as well as the track's inaugural SRX race.
- Provided external communication efforts by writing weekly press releases and distributing them to various media outlets.
- Assisted with public relations efforts between drivers, media members and fans at both Motor Mile Speedway and Lonesome Pine Raceway Park.
- Compiled points and stats for over 100 hundred drivers across seven different divisions to help efficiently organize internal communications.

Radford University Athletics, Communications Assistant (Radford, VA)

September 2022 – July 2023

- Aided ESPNU and ESPN+ with the production of multiple nationally televised men's and women's basketball games.
- Served as the primary media contact for the cross country, women's track & field and women's lacrosse programs.
- Wrote press releases, created graphics and managed social media execution in conjunction with RadfordAthletics.com.

Appalachian State University Athletics, Assistant Director of Strategic Communications (Boone, NC)

March 2022 – September 2022

- Oversaw the social media strategy for the App State Athletics brand, which has hundreds of thousands of followers.
- Managed and communicated the creative process of rebranding all athletics social media pages by changing the avatars as a new department-wide strategic media outreach plan to increase visibility and credibility.
- Hosted the App State Football Fall Camp Series, a weekly video with coaches and players previewing the start of the season.
- Served as the primary media contact for both the softball and conference championship-winning men's basketball program.
- Prioritized data analysis and metrics to stay well-informed of emerging trends for accounts that were consistently ranked among the nation's best based on social media engagement and interaction.

Racetrack Revival, Operations Assistant (North Wilkesboro, NC)

August 2022

- Guided drivers to events and appearances in a timely fashion and delivered custom items to them.
- Transported drivers, media members and guests to the infield.
- Helped with transportation, set up and tear down of items in Victory Lane.

Wake Forest University Athletics, Communications Assistant (Winston-Salem, NC)

August 2021 – March 2022

- Created and produced the first-ever Wake Forest women's basketball coaches show.
- Designed, edited and executed the sending of various digital media and email campaigns for Wake Forest Athletics, which generated over \$1.1 million in revenue and over 17,000 tickets sold, including the sellout of the 2021 ACC Championship.
- Managed the Wake Forest Deacon Club X account, which generated over 87,000 impressions and over 2,100 profile visits in less than two months.
- Under the discretion of the Associate Athletic Director, Athletic Communications, developed social media content in collaboration with the video team and other influencers that was distributed amongst various Wake Forest teams' X and Instagram pages as well as GoDeacs.com.

King University Athletics, Athletic Communications Graduate Assistant (Bristol, TN)

August 2020 – May 2021

- Assisted the Assistant Athletic Director for Athletic Communications & External Affairs by serving as a contact for 14 of the school's teams.
- Produced postgame recaps, press releases and graphics for KingTornado.com and various King University teams' social media pages.
- Executed broadcasts and interviews for regular season contests and was selected as a broadcaster for multiple Conference Carolinas championships.

Virginia Tech Athletics, Game Operations Intern (Blacksburg, VA)

May 2017 – August 2019

- Worked alongside the football staff by preparing for and strategizing the execution of game days and practices.
- Generated and distributed credentials, game guides and graphical content to various members of the athletic department and fans.
- Assisted the Associate Athletics Director, Game Operations to maximize chances of a problem-free game and/or media session.

Skills

- Broadcasting/Reporting
- Social Media Management
- Adobe Creative Suite
- Microsoft Office
- Data Analysis

Awards and Honors

- WEHC-FM Outstanding Sports Coverage (VA)
- All-ODAC Academic Team
- Highest Mass Communications GPA
- Highest Sport Management GPA
- Highest Men's Soccer GPA