

GEORGE WILLIAM GOODWIN

· Dallas, TX, 75225

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ABOUT ME

Results-driven public relations and sports marketing professional with experience in communications, social media management, and event coordination. Known for creating engaging digital content, writing press releases, and managing media relations in the sports industry. Strong collaborative skills, coupled with expertise in Adobe Creative Suite and social media platforms. Ensures consistent, impactful messaging. Adept at working in fast-paced environments independently and as part of a team.

EDUCATION

Baylor University – Waco, TX | Graduated May 2025
Bachelor of Arts, Journalism (Public Relations)

- Minor: Religion
- Baylor University Public Relations Student Society of America

EXPERIENCE

Baylor Athletics – Waco, TX | 2024-2025 Communications Intern

- Attended and supported press conferences for Baylor football, baseball, and basketball events
- Managed press box operations, ensuring smooth media coverage during athletic events
- Created and distributed press releases for Baylor Athletics
- Developed and managed content for Baylor Athletics' social media platforms
- Secondary contact for the Baylor Baseball team
- Wrote game notes and recaps for all Baylor home games and intersquads
- Responsible for creating a set of feature stories included in Baylor Baseball's 2025 fall notebook, collaborating with Baylor's head of sports journalism
- Responsible for maintaining and updating all Baylor pitching statistics since 2012

Scooter's Coffee Frisco Bowl (FC Dallas) – Frisco, TX | Summer 2024, Fall 2024
Marketing & Digital Media Intern

- Developed and implemented marketing strategies to enhance brand visibility
- Collaborated on the writing and coordination of the game date announcement press release
- Created multimedia content for social media, in-stadium presentations, and promotional campaigns
- Managed website content and social media for the Frisco Bowl
- Collaborated with sponsors on marketing activations and in-game promotions
- developed all content for the Frisco Bowls "100 Day countdown" including a specific plan of what to post with captions and tags for all social media platforms
- Participated in the setup and teardown of all on-field event operations
- Guided and managed media members in Toyota Stadium press box and photo workroom
- Collaborated on social media coverage of the game under the digital media and marketing manager
- Covered all events during bowl week of the respective teams, partnering with sponsors (Frisco Fastpacs, Fowling Warehouse, Omni Hotel)

Texas Sports Hall of Fame – Waco, TX | Summer 2023
Marketing & Public Relations Intern

- Compiled nominee biography and statistics databases for Hall of Fame selections
- Promoted events and updated social media channels for increased audience engagement
- Designed sales materials for the Southwest Conference Hall of Fame Luncheon
- Assisted in setting up and staffing the Bob Lilly Celebrity Golf Tournament

ADDITIONAL

- **Technical Skills:** Adobe Photoshop, Lightroom, InDesign, Hootsuite, Canva, Dreamweaver, Unreal Engine, Microsoft Excel, PowerPoint, Word, Office, Teams, Instagram, Facebook, TikTok, X/Twitter