

WILLIAM GOODWIN

DALLAS, TX • 214-793-1097 • GOODWINWILLIAM86@GMAIL.COM

Results-driven PR and sports marketing professional experienced in strategic communications, social media, and event coordination. Proven ability to create engaging digital content, write impactful press releases, and manage media and sponsor relationships. Collaborative team player who thrives in fast-paced, high-pressure environments.

EDUCATION

Baylor University – Waco, TX *College of Arts & Sciences*

Bachelor of Arts, Journalism (Public Relations Concentration) with a Minor in Religion; May 2025

Select Relevant Coursework

Principles of Advertising and Public Relations • Writing and Editing for Online Media • Advanced Public Relations • Public Relations Media Programming • Law and Ethics of Journalism • Crisis Public Relations • Sportswriting • AI in Mass Communication • Sports Broadcasting • Advanced Reporting and Writing

Key Skills

Media and Sponsor Relations • Writing Press Releases, Media Kits and Athlete Bios • Storytelling • Communication • Content Creation • Community and Fan Engagement • Basic Graphic Design • Social Media Analytics • Media Monitoring Critical Thinking • Problem Solving • Game Day Operations • Event Support • Collaboration • Deadline Reliability

EXPERIENCE

SMU Athletics – Dallas, TX

July 2025 – Present

Public Relations Intern

- Support SMU Athletics Communications across football, men's and women's basketball, women's soccer, and volleyball; report directly to the Assistant AD for Public Relations
- Conduct research and assist with game preparation, including player bios and press materials
- Maintain website content using SIDEARM Sports software to schedule news releases and publish game notes
- Staffed all six home football games and numerous basketball games, managing media Will Call, official statistics, press box hospitality, athlete interviews and postgame press conferences
- Assist with game-day media operations, including setup and teardown of press box and interview areas
- Coordinate with athletes and coaching staff to ensure timely participation in postgame media obligations
- Liaised with national and regional broadcast partners (ESPN, The CW, Fox) to facilitate on-field postgame interviews with Head Coach Rhett Lashlee, including coverage of the historic overtime win vs. #10 Miami

Scooter's Coffee Frisco Bowl – Frisco, TX

July – December 2025 & May – December 2024

Marketing & Digital Media Intern

- Asked to return and report to the Bowl Director, supporting marketing and social media initiatives
- Launched a new NFL Alumni Program celebrating former Bowl athletes who advanced to play professionally
- Developed and executed marketing strategies to strengthen brand visibility and drive sponsor impressions
- Collaborated on the writing and coordination of the game date announcement press release
- Developed all content for the Bowl's "100 Day Countdown," including all captions and tags for all platforms
- Produced content for social media, in-stadium presentations, and promotional campaigns; resulted in a 60% increase in followers over a 90-day period
- Managed website content and maintained consistent social media presence across platforms
- Partnered with sponsors on marketing activations and in-game promotions

Xbox Bowl – Frisco, TX

July – December 2025

Marketing & Digital Media Intern

- Recruited by the Bowl Director to join the inaugural Xbox Bowl (NCAA Division I FBS)
- Oversaw press box operations for accurate/timely distribution of live statistics to TV, radio, and coaches
- Wrote and managed game notes, in-game updates, and postgame recaps for media and official Bowl channels
- Supervised media Will Call and photo workrooms as the primary contact for credentialed media
- Supported pre- and post-game press conferences as a liaison between athletes, coaches, and media
- Assisted with on-field setup of sideline signage to support sponsor visibility and broadcast presentation
- Partnered with corporate sponsors on marketing activations, in-game promotions, and branding

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- Staffed and supported Bowl Week events, including joint team dinners and VIP/sponsor functions

Baylor Athletics – Waco, TX

August 2024 – May 2025

Communications Intern

- Supported Baylor Athletics press conferences and media events for football, baseball, and basketball, contributing to brand visibility and media engagement; reported to the Director of Athletic Communications
- Managed press box operations for football and baseball to ensure seamless media coverage and professional gameday presentation; staffed 30 of 33 baseball home games and one away series
- Wrote and distributed press releases to promote Athletics events, achievements, and notable storylines
- Developed, scheduled, and managed content for social media platforms to drive fan engagement
- Served as secondary media contact for the baseball team, supporting media relations and messaging
- Wrote game notes and recaps for all Baylor home games and intersquads; created an AI-powered chatbot to efficiently edit game recaps and deliver them under tight deadlines
- Authored a series of feature stories included in Baylor Baseball's Fall 2025 notebook, collaborating with Baylor's Head of Sports Journalism to generate fan interest and support ticket sales initiatives
- Led research efforts for baseball hitting analytics to help the coaching staff develop the lineup
- Maintained and updated comprehensive Baylor pitching statistics dating back to 2012

Texas Sports Hall of Fame – Waco, TX

June – August 2023

Marketing & Public Relations Intern

- Drafted and edited press releases about the main ballot, veterans ballot, and events at the Hall of Fame, ensuring accurate and timely media distribution
- Authored 30+ player biographies for both the main ballot and the veterans ballot
- Compiled nominee biography and statistics databases to support the Hall of Fame selection processes
- Promoted events and managed social media channels for increased audience engagement
- Designed graphics for all social media channels to highlight notable accomplishments in Texas sports history
- Developed sales collateral for the Southwest Conference Hall of Fame Luncheon
- Assisted with setup and staffing for the Bob Lilly Celebrity Golf Tournament

CAMPUS AND COMMUNITY INVOLVEMENT

Sigma Alpha Epsilon – Texas Theta Chapter at Baylor University

2022 – 2025

Executive Council – Recorder (2023-24)

- Nominated and elected by 125+ chapter members to serve on the Executive Council two consecutive years
- Managed weekly schedule of fraternity events for members and collaborated with the social media team to ensure effective communication of events/updates to membership and campus community
- Responsible for producing a media kit for the chapter's philanthropy week
- Kept detailed minutes of all chapter meetings and submitted them weekly to the Eminent Treasurer

New Member Educator (2022-23)

- Served as a mentor and taught the national curriculum for 40+ new members, providing education about the history, values, and philanthropic endeavors of SAE
- Supervised mentorship pairing program alongside the Brotherhood Committee

Public Relations Student Society of America – Baylor University

2022 – 2025

Member

- Attended monthly meetings as part of Baylor's student-led organization dedicated to professional development in public relations and corporate communications
- Participated in professional development workshops and lectures from field professionals and professors

ADDITIONAL SKILLS AND INTERESTS

Microsoft Suite · Adobe Suite (Photoshop, InDesign, and Dreamweaver expertise) · Graphic Design/Canva · Hootsuite · Unreal Engine · Sidarm Sports · Constant Contact · Instagram · Facebook · X (Twitter) · AI