

CURRICULUM VITAE

TYLER A. WILLIAMS, M.S.

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EDUCATION

In Progress	Georgia State University, Atlanta, GA Doctor of Philosophy (Ph.D.) in Kinesiology Major: Sport Administration
2020	Georgia State University, Atlanta, GA Master of Science (M.S.) in Kinesiology Major: Sport Administration Thesis: <i>"An Exploration of the "Over-The-Top" Sports Streaming Consumer"</i>
2018	Clark Atlanta University, Atlanta, GA Bachelor of Arts (B.A.) Major: Mass Media Arts Concentration: Radio, Television & Film NCAA Division II Athletic Scholarship – Volleyball

RESEARCH INTERESTS

Consumer behavior, new technology, small college athletics, sport information

PUBLICATIONS IN REFERREED JOURNALS

Book Chapters	Williams, T.A., & Cianfrone, B. A. (Summer 2021). Motivation. In P. Pedersen (Ed.), <i>Encyclopedia of Sport Management</i> . Edward Elgar Publishing Ltd.
Manuscripts Under Review	Elliott, K., Williams, T.A. , & Bunch, N. (In Review). <i>The Presence of Institutional Isomorphism in Sport Information Operations in Division II Athletic Departments</i>
	Sears, J., Bunch, N., Williams, T.A. , & Cianfrone, B. A. (In Review). <i>From Sweats to Suits: Student-Athlete Career Development Best Practices</i>
Manuscripts In Progress	Williams, T.A. Cianfrone, B. A., & Wilson, K. (Data Analysis). <i>An Initial Exploration of the "Over-The-Top" Sports Streaming Consumer</i>
	Williams, T.A. & Cianfrone, B. A. (Writing Manuscript). <i>Media Framing of Athletics Department Major Infractions: A Five-Year Review of Historically Black Colleges and Universities.</i>
Conference Presentations	Williams, T.A. & Cianfrone, B. A. (2022, June). <i>Media Framing of Athletics Department Major Infractions: A Five-Year Review of Historically Black Colleges and Universities.</i>

[Poster]. North American Society for Sport Management Conference, Atlanta, Georgia. <https://nassm.org/conference>

Cianfrone, B. A., Sears, J., **Williams, T.A.**, & Bunch, N. (2022, June). *Fantasy Sports: The Rookie v. Veteran Experience* [Poster]. North American Society for Sport Management Conference, Atlanta, Georgia. <https://nassm.org/conference>

Elliott, K., **Williams, T.A.**, & Bunch, N. (2022, March). *The Presence of Institutional Isomorphism in Sport Information Operations in Division II Athletic Departments* [Oral]. College Sport Research Institute Conference on College Sport, Columbia, S.C. <https://www.csri.org>

Sears, J., Bunch, N., **Williams, T.A.**, & Cianfrone, B. A. (2022, March). *From Sweats to Suits: Student-Athlete Career Development Best Practices* [Oral]. College Sport Research Institute Conference on College Sport, Columbia, S.C. <https://www.csri.org>

Williams, T.A., & Cianfrone, B. A., (2021, June). *An Initial Exploration of the “Over-The-Top” Sports Streaming Consumer* [Oral]. North American Society for Sport Management Conference, Virtual. <https://nassm.org/conference>

Williams, T.A., & Wei, F., (2017, March). *Effects of Reality Television on the Treatment of Women* [Poster]. National Conference on Undergraduate Research, Memphis, TN. <https://www.cur.org/what/events/students/ncur/>

Williams, T.A., & Wei, F., (2017, February). *Effects of Reality Television on the Treatment of Women* [Poster]. Clark Atlanta Undergraduate Research Symposium, Atlanta, Ga.

Invited Guest Lectures

Williams, T.A. (July 2022). NCAA Conference Social Media Strategies. Presented to Social Media Strategies (undergraduate). Department of Sport Administration, Georgia State University, Atlanta, GA.

Williams, T.A. (September 2021). The Sport Management Field. Presented to Introduction to Sport Management Course (undergraduate). Department of Exercise and Sport Management, Kennesaw State University, Kennesaw, GA.

Williams, T.A. (September 2021). Bracketed Morality. Presented to Ethics in Sport (undergraduate). Department of Recreation and Sport Management, Coastal Carolina University, Conway, S.C.

CONSULTATIONS

Fall 2021

Served as a research consultant for sport organizations, including questionnaire design, data collection, analyses, or technical reports:

- Sun Belt Conference (Academic APR/GSR Evaluation Analysis)

RESEARCH EXPERIENCE

2019-2020

Graduate Research Assistant,
Georgia State University, Atlanta, GA
College Education & Human Development, Department of Kinesiology and Health, Sport Administration Program

- Documented data using IBM SPSS from completed participant surveys
- Interpreted and analyzed quantitative and qualitative results
- Reviewed, summarized, and analyzed interview cases to identify common themes related to fantasy football and computer competency programs amongst among master's students in Atlanta, Georgia

July 2024

Certifications

Basic/Refresher Course – Human Subjects Research (CITI)

July 2024

GCP – Social and Behavioral Research Best Practices for Clinical Research (CITI)

Williams, T.A. (September 2020). Intercollegiate Athletics Industry. Presented to Recreation and Sport Management Alliance (undergraduate). Department of Recreation and Sport Management, Coastal Carolina University, Conway, South Carolina

Williams, T.A. (May 2020). Intercollegiate Athletics Industry. Presented at NCAA Career in Sport Forum (undergraduate). NCAA. Indianapolis, Indiana

Williams, T.A. (February 2020). Marketing Events. Presented to Sport Marketing (undergraduate). Department of Recreation and Sport Management, Coastal Carolina University, Conway, South Carolina

Williams, T.A. (February 2020). Women in Sports. Presented at University of West Georgia Sports Career Expo (undergraduate). Department of Sport Management, Wellness, and Physical Education, University of West Georgia, Carrollton, GA.

TEACHING EXPERIENCE

Spring 2021

Part Time Instructor

University of West Georgia Department of Sport Management, Wellness, and Physical Education
Consumer Behavior in Sport Media (SPMG4685)

- This course is designed to acquaint students with nature of engaging loyal sport consumers through various sport media channels. It emphasized the challenges faced by professionals in sport media industry today.

SERVICE AND PROFESSIONAL AFFILIATION

Committee Member

- South Region Division II Men's Golf Regional Advisory Committee (2021-Present)
- Division II Conference Sports Information Directors Association (D2CIDA)
- D2SIDA Men's Basketball Regional Advisory Committee (2019-2020)
- South Region Division II Women's Volleyball Regional Advisory Committee (2018-2020)

Professional Organization Member

- North American Society for Sport Management (NASSM)
- College Sports Information Directors of America (CoSIDA)
- Minority Opportunities Athletic Association (MOAA)
- National Association of Black Journalists (NABJ)

SPORT MANAGEMENT EXPERIENCE

2017 – Present

Associate Commissioner of Communications & Senior Woman Administrator

Southern Intercollegiate Athletic Conference | Atlanta, GA

- Manages student-athletes, administration, alumni, and fans by provide leadership to 15 institutions across Southeastern region spanning seven states
- Provides the guidance and vision necessary to develop and implement an innovative, integrated communications and marketing strategy that supports NCAA and conference's mission
- Serves as director/manager for 14 sport championship events
- Assisted in negotiating one of the largest head-to-toe shoe and apparel deal in NCAA Division II

Jul 2021 – Nov. 2021

Assistant Volleyball Coach

Oglethorpe University | Atlanta, GA

- Facilitated drills and individual training sessions, assisted in practice planning and implementation and in-game coaching

Nov. 2018 – Apr 2021

Assistant Coach

Intensity Volleyball Club | Lawrenceville, GA

**LEADERSHIP
EXPERIENCE**

	<ul style="list-style-type: none"> - Organized, conducted, and evaluated individual and team practices, training sessions and various competitions on a regular basis to ensure team's progress.
<p>Nov. 2017 – Apr 2018</p>	<p>Assistant Coach <i>Metro Volleyball Club Lawrenceville, GA</i></p> <ul style="list-style-type: none"> - Organized, conducted, and evaluated individual and team practices, training sessions and various competitions on a regular basis to ensure team's progress.
<p>2014-2018</p>	<p>Captain, NCAA Women's Volleyball <i>Clark Atlanta University Atlanta, GA</i></p> <ul style="list-style-type: none"> - Committed 20-30 hours per week to weight training, skill work, practice, conditioning, film study, and meetings - Met with coaching staff on an on-going basis to address issues regarding team cohesiveness, and adherence to team, Clark Atlanta University, and NCAA guidelines
<p>2017-2018</p>	<p>Physical and Mental Health Chair, Delta Sigma Theta Sorority, Incorporated <i>Clark Atlanta University Atlanta, GA</i></p> <ul style="list-style-type: none"> - Chaired Membership Services committee to support members and their families through life events - Analyzed and revised techniques through conferences to increase chapter retention through activities and planning - Assisted with program planning for college students, primarily focused on the black community
<p>2016-2017</p>	<p>Managing Editor, Clark Atlanta University Newspaper "The Panther" <i>Clark Atlanta University Atlanta, GA</i></p> <ul style="list-style-type: none"> - Managed all aspects of editorial and peer review, working closely with contributing authors, associate editors, writers, staff, and administrators - Collaborated with art director on layout, photo selection, and design
<p>2016-2018</p>	<p>Vice-President, Student Athlete Advisory Committee (SAAC) <i>Clark Atlanta University Atlanta, GA</i></p> <ul style="list-style-type: none"> - Encouraged team members to participate in outside athletic events, community outreach, and career development - Maximized social media outreach initiatives to increase athletic game participation
<p>2016-2017</p>	<p>Student Ambassador, Toyota Go Green Initiative <i>Southern Intercollegiate Athletic Conference Atlanta, GA</i></p> <ul style="list-style-type: none"> - Developed a sustainable initiative to implement campus wide that brought trash pollution down by 50% in dorms

**CAMPUS AND
COMMUNITY
INVOLVEMENT**

April 2020 – Present	Streaming Coordinator, <i>Israelite Kingdom of God</i> East Point, GA
December 2021	Volunteer, <i>Open Hand Atlanta</i> Atlanta, GA
Spring 2019	Volunteer, <i>Meals on Wheels-Atlanta</i> Atlanta, GA
Fall 2019	GameDay Volunteer, <i>SEC Championship Game</i> Atlanta, GA
Fall 2019	Admissions Volunteer, <i>PGA Tour Championship</i> Atlanta, GA
Summer 2019	Volunteer, <i>Samaritans Feet/Frontline Outreach Center</i> Orlando, FL
Spring 2019	Team ATL Volunteer, <i>SuperBowl LIII Host Committee</i> Atlanta, GA
Fall 2018	Announcer, <i>USA Diving</i> Atlanta, GA
2014-2018	Volunteer, <i>Make-A-Wish</i> Atlanta, GA
Fall 2017	Volunteer, <i>A.G. Gatson Boys and Girls Club</i> Birmingham, AL
Fall 2017	Volunteer, <i>Asa J. Hilliard Elementary</i> East Point, GA
2014-2018	Volunteer Volleyball Assistant Coach, <i>Arabia Mountain High School</i> Lithonia, GA