Curriculum Vitae

TYLER A. WILLIAMS-BELL, M.S.

E. williams.tyler19@gmail.com | **P.** 770-313-8247 | www.williamswrites.com

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: *"An Exploration of the "Over-The-Top" Sports Streaming Consumer"*

2018
Clark Atlanta University, Atlanta, GA
Bachelor of Arts (B.A.) in Communication Arts
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

Book Contributions

Williams, T. A., & Cianfrone, B. A. (2024). Motivation. In P. Pedersen (Ed.), *Encyclopedia of Sport Management (pp. 630-632).* Second Edition. Edward Elgar Publishing Ltd.

Williams, T. A., & Cianfrone, B. A. (2024). Conference Office Management. In P. Pedersen (Ed.), *Encyclopedia of Sport Management (pp. 191-194).* Second Edition, p. 190. Edward Elgar Publishing Ltd.

Williams, T. A., & Cianfrone, B. A. (2021). Motivation. In P. Pedersen (Ed.), *Encyclopedia of Sport Management*. *(pp. 321-322).* Edward Elgar Publishing Ltd. https://doi.org/10.4337/9781800883284.motivation

Peer-Reviewed Publications

Williams, T. A., Beasley, L., Cianfrone, B. A. & Kennedy, J. (2025). C.A.R.E. To Challenge Stigma? A Directed Qualitative Content Analysis of Division I Mental Health Webpages. *Journal of Intercollegiate Sports, 19*(2). https://doi.org/10.17161/jis.v19i2.23973.

Elliott, K. & Bunch, N., & **Williams, T. A.**, (2025). An Analysis of Possible Factors Influencing College Sport Communicators Feels of Being Overworked and Underappreciated. *Journal of Issues in Intercollegiate Athletics, 18.* https://doi.org/10.51221/sc.jiia.2025.18.1.16

Elliott, K. & **Williams, T. A.** (2024). A Perception of Revenue Generation Strategies in HBCU Athletic Departments. *Sports Innovation Journal, 5.* https://doi.org/10.18060/28421

Williams, T. A., & Cianfrone. B. A. (2024). Media Framing of Athletic Department Major Infractions: A 5-Year Review of Historically Black Colleges and Universities. *International Journal of Sport Communication*. Advance online publication. https://doi.org/10.1123/ijsc.2023-0266.

Sears, J., Bunch, N., **Williams, T.,** & Cianfrone, B. A. (2024). "From sweats to suits": Administrators' recommendations for student-athlete career development services. *Journal of Intercollegiate Sport, 17*(2), 287-314. https://doi.org/10.17161/jis.v17i2.21295

Elliott, K., **Williams, T. A.,** & Bunch, N. (2024). College Sport Communicator Leaders' Perceptions of Sport Information Operations. *Journal of Intercollegiate Sport. 17(3).* https://doi.org/10.17161/0kncfv44

Elliott, K., **Williams, T. A.**, & Bunch, N. (2023). The Most Important, But Often Forgotten Department: Sports Information. The Intersection between Human Capital and Managerial Operations in Division II College Athletics. *Sports Innovation Journal. 4*(1), 71-84 https://doi.org/10.18060/26504

Manuscripts Under Review

Williams, T. A., Cianfrone, B. A., & Beasley, L. (Submitted awaiting response). *"We can play them, but we can't be part of them": Perceptions of Division III Presidents on Realignment*.

Elliott, K., Bunch, N., & **Williams, T. A.** (Submitted awaiting response). *From Athlete to Administrator: Examining the Link Between Former Sport Participation and Job Satisfaction Among College Sport Communicators*

Manuscripts In Progress

Williams, T. A. & Cianfrone, B. A. (Data Analysis). *An Initial Exploration of the "Over-The-Top" Sports Streaming Consumer.*

AWARDS

Clark Atlanta University Hall of Fame Inductee (2026).

KH Outstanding Student Research Paper Award (2026). Department of Kinesiology and Health, Georgia State University. First Place. For paper, *"We can play them, but we can't be part of them": Perceptions of Division III Presidents on Realignment.*

Rising Star Award (2026). Georgia State University Sport Administration 40 Year Alumni Celebration.

REVIEWS

Invited Manuscript Reviewer (June 2026), Journal for the Study of Sports and Athletes in Education.
Invited Manuscript Reviewer (October 2025), Journal for the Study of Sports and Athletes in Education.

PRESENTATIONS

Upcoming

Completed Presentations

Gyamfi, K., Kennedy, J., **Williams, T. A.** (2026, June). *You Can't Play Like That: Hair Politics and the Policing of Black Hair in Sport.* 2026 Glorious HAIR and Identities Conference. [Oral], Georgia State University. Atlanta, Ga.

Williams, T. A. (2026, April). *C.A.R.E. To Challenge Stigma? A Proactive Approach through Online Resources.* NCAA Sport Science Institute Lunch & Learn. [Oral], Virtual.

Elliott, K., Bunch, N., & **Williams, T. A.** (2025, October). *From Athlete to Administrator: Examining the Link Between Former Sport Participation and Job Satisfaction Among College Sport Communicators* [Oral]. NC-SMA Sport Management Symposium, Charlotte, N.C.

Williams, T. A., Beasley, L., Cianfrone, B. A., & Kennedy, J. (2025, March). *C.A.R.E. To Challenge Stigma? A Proactive Approach through Online Resources.* [Poster]. College Sport Research Institute Conference on College Sport, Columbia, S.C.

Williams, T. A., Cianfrone, B. A., & Beasley, L. (2024, March). *More Than a Move: President Perceptions on Conference Realignment in Division III*. [Poster]. College Sport Research Institute Conference on College Sport, Columbia, S.C.

Elliott, K., **Williams, T. A.**, & Bunch, N. (2024, March). *An Analysis of Possible Factors Influencing College Sport Communicators Feels of Being Overworked and Underappreciated* [Oral]. College Sport Research Institute Conference on College Sport, Columbia, S.C.

Elliott, K., **Williams, T. A.**, & Bunch, N. (2023, March). *College Sport Communicator Leaders' Perceptions of Sport Information Operations* [Oral]. College Sport Research Institute Conference on College Sport, Columbia, S.C.

Kellison, T., Cianfrone, B., Sears, J., Bunch, N. & **Williams, T. A.** (2023, June). *Narratives Around a Professional Sport Team's Visibly Pro-environmental Kit Launch* [Oral]. North American Society for Sport Management Conference, Montreal, Canada.

Williams, T. A. & Cianfrone, B. A. (2022, June). *Media Framing of Athletics Department Major Infractions: A Five-Year Review of Historically Black Colleges and Universities*. [Poster]. North American Society for Sport Management Conference, Atlanta, Georgia.

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.

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.

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.

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.

Williams, T. A., & Wei, F., (2017, March). *Effects of Reality Television on the Treatment of Women* [Poster]. National Conference on Undergraduate Research, Memphis, TN.

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

CONSULTING

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

Faculty Member: Beth Cianfrone, Ph.D.

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

Certifications

August 2027

Basic/Refresher Course – Human Subjects Research (CITI)

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

January 2026

Mental Health First Aid Certification

TEACHING EXPERIENCE

Summer 2025

Part Time Instructor

Georgia State University Sport Administration Program

Department of Kinesiology and Health, Undergraduate Program (BIS Sport Administration)

Social Media Strategies

This course covers a variety of topics related to social media theories, strategies and platforms while exposing students to the current best practices within the industry. Authentic learning experiences provide students with multiple opportunities to create content for a variety of audiences and reinforce multiplatform communication skills.

Summer 2024

Part Time Instructor

Georgia State University Sport Administration Program

Department of Kinesiology and Health, Undergraduate Program (BIS Sport Administration)

Sport Finance

This course will guide aspiring sport professionals with the skills to enhance their financial decision making in a management role, applying concepts to the continually evolving landscape of the sport industry.

Spring 2021

Part Time Instructor

University of West Georgia Sport Management Program

Department of Sport Management, Wellness, and Physical Education, Undergraduate Program (BS Sport Management)

Consumer Behavior in Sport Media

This original course created from scratch 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.

Panels

Williams, T. A. (February 2026). EmpowerHer. Agnes Scott College, Decatur, Ga.

Williams, T. A. (June 2025). The Where/When/How/What/If To Outsource. College Sport Communicators (CSC) Convention, Orlando, Fla.

Williams, T. A. (September 2024). Expert Panel: Work-life Interface of Collegiate Sport Administrators (panelist). Research Project. Department of Kinesiology and Health, Georgia State University, Atlanta, GA.

Williams, T. A. (April 2024). Undergraduate Student Final Exam Reviewer (panelist). Sport Marketing course (Graduate). Department of Kinesiology and Health, Georgia State University, Atlanta, GA.

Williams, T. A. (January 2024). Graduate Student Mock Interviewer (panelist). Internship in Sport Management course (Graduate). Department of Kinesiology and Health, Georgia State University, Atlanta, GA.

Williams, T. A., Moore, G. & Wright, R. (November 2023). Georgia State University Sport Administration Roundtable Series: Conference Realignment (panelist). Virtual.

Invited Guest Lectures

Williams, T. A. (February 2026). Policy & Governance in College Athletics (Undergraduate). Department of Kinesiology, University of Georgia, Athens, GA.

Williams, T. A. (October 2025). Partnerships & Sponsorships (Undergraduate). Department of Kinesiology and Health, Georgia State University, Atlanta, GA.

Williams, T. A. (April 2024). Diversity, Equity, and Inclusion in Sport Leadership (Graduate). Department of Kinesiology and Health, Georgia State University, Atlanta, GA.

Williams, T.A. (April 2023). Communications in Sport (undergraduate). Department of Communication & Media Arts, SUNY Erie Community College, Williamsville, NY.

Williams, T.A. (April 2023). NCAA March Madness (undergraduate). Department of Kinesiology and Health, Georgia State University, Atlanta, GA.

Williams, T. A. & Bunch, N. (February 2023). Professionalism in Social Media (undergraduate). Department of Exercise Science, Georgia State University, Atlanta, GA.

Bunch, N. & **Williams, T. A.** (February 2023). Professionalism in Social Media (undergraduate). Department of Exercise Science, Georgia State University, Atlanta, GA.

Williams, T.A. (February 2023). Career Day (High School). Coretta Scott King Young Women's Leadership Academy, Atlanta, GA.

Williams, T.A. (February 2023). When I Grow Up: Career Day (Elementary School). Wynbrooke Elementary, Stone Mountain, GA.

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.

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 "Meet the Rookies (Young Professionals) Panel" (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, Carrolton, GA.

SERVICE AND PROFESSIONAL AFFILIATION

Service

Volunteer, NASCAR Quaker State 400 Race (June 2026)

Committee Member

D3 Associate Commissioner's Group (D3ACG)
South Region Division II Men's Golf Regional Advisory Committee (2021-2023)
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

WeCoach
Women Leaders in Sports
North American Society for Sport Management (NASSM)
College Sport Communicators (CSC; formerly CoSIDA)
Minority Opportunities Athletic Association (MOAA)
National Association of Black Journalists (NABJ)

FUNDED OPPORTUNITIES

Division III Senior Woman Administrators Program (Oct. 2025, Kansas City, Mo.)

SPORT INDUSTRY EXPERIENCE

2023-Present
Associate Commissioner
Collegiate Conference of the South | Atlanta, GA

- Manages student-athletes, administration, alumni, and fans by provide leadership to 9 institutions across Southeastern region spanning five states
- Designated as Athletics Diversity & Inclusion Designee (ADID) and Senior Woman Administrator (SWA)
- Serves as director/manager for 14 sport championship events
- Implemented and led an internship program and campus ambassador program

2017-2023
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

July 2021 – November 2021
Assistant Volleyball Coach
Oglethorpe University | Atlanta, GA

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

November 2018 – April 2021
Assistant Coach
Intensity Volleyball Club | Lawrenceville, GA

- Organized, conducted, and evaluated individual and team practices, training sessions and various competitions on a regular basis to ensure team's progress.

Nov. 2017 – Apr 2018
Assistant Coach
Metro Volleyball Club | Lawrenceville, GA

- Organized, conducted, and evaluated individual and team practices, training sessions and various competitions on a regular basis to ensure team's progress.