

AMANDA CANTOR

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EDUCATION

Bachelor of Arts in Communications

University of Maryland, College Park, MD | May 2020

Diversity, Equity, and Inclusion in the Workforce Certificate

University of South Florida - Muma College of Business | May 2021

COMMUNICATIONS EXPERIENCE

American Junior Golf Association (AJGA)

- **Communications Manager** | October 2023 - Present
 - Oversee/manage all AJGA social media channels and track analytics of social posts
 - Serve as the main contact to key sponsors who contribute over \$2M from social media activation
 - Assist in intern recruitment as part of the Hiring Committee by attending career fairs, sourcing through resumes, and conducting interviews
- **Communications Coordinator** | October 2021 - October 2023
 - Mentored interns and empowered them to share the mission of the AJGA through content creation
 - Published over 100 stories on the AJGA website and contributed to the AJGA reaching over 100k followers on Instagram
 - Served as tournament media official and created content with Pro golfers and Celebrities such as Justin Thomas, Sergio Garcia, Michelle Wie West, Rose Zhang, Kevin Harvick, Midge Purce, and more!
- **Traveling Communications Intern** | May 2021 - September 2021
 - Successfully executed the AJGA's social media plan by creating engaging content
 - Over 200k views on TikTok and 25k likes on Instagram in less than 2 months
 - Captured photos and videos of junior golfers, and contributed to over 45 articles on the AJGA website

Ryder Cup USA (NBC Universal)

- **Facebook Producer (Remote)** | September 2023 - October 2023
 - Communicated through Slack with the Social Team in Rome to successfully post content from the U.S.
 - Adapted to a 6-hour time difference and worked under pressure to post quality content rapidly
 - Curated unique copy's and posted 90 content pieces that reached over 2.1M fans and had 179K+ engagements

University of Maryland's Athletic Department

- **Student Production Intern** | August 2019 - May 2020
 - Captured games on Sony a7iii and produced edits on Adobe Premiere to be posted on social media
 - Logged and transferred footage onto the school's athletic server
 - Created storyboards and directly communicated with staff through Basecamp and Slack

Skills

- Proficient with Adobe Premiere, Photoshop, and InDesign; Microsoft Suite; Canva; Hootsuite; Slack; Salesforce; and social media platforms (Facebook; Instagram; X; LinkedIn; Snapchat; TikTok)