

Amanda Workman

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EXPERIENCE

Sul Ross State University Department of Intercollegiate Athletics Alpine, Texas
Athletic Director March 2021-current

- Oversight of 12 NCAA DIII athletic programs, 20 full time staff members, 10 graduate assistants and 300+ student-athletes
- Development of branding guidelines and marketing strategies for athletic department
- President's Cabinet member
- Development and implementation of operating policies and procedures
- Donor and alumni relations

West Texas A&M University Department of Intercollegiate Athletics Canyon, Texas
Senior Associate Athletic Director/External Relations September 2010- February 2021

- Director of all fundraising efforts including annual gifts, capital campaigns, scholarship endowments, corporate contracts and special projects. This includes face to face solicitation, as well as campaign material development for all email & mail solicitation of all individual and corporate contacts.
- Most recently, the completion of an \$11 million capital campaign for enhancements to the newly constructed Buffalo Stadium and expansion of the Bain Athletic Center.
- Director of all donor relations, fulfillment, and communication.
- Director of athletic marketing and communications including marketing plans for game day and in game promotions, press releases, press conferences, branding and marketing strategies. Led rebranding of athletic department including new logo, font and overall look. Developed branding guidelines for athletic department. Annual giving and capital campaign design and execution.
- Donor development events & community engagement events including a semi-formal gala and multiple donor luncheons and dinners as well as city specific athletic alumni events
- Facility branding of all athletic venues and interior design for Buffalo Stadium
- Management of development, communications, ticketing and Peak Sports Management staff.

West Texas A&M University Office of Institutional Advancement Canyon, Texas
Donor Relations Coordinator March 2009- September 2010

- Coordinator of all donor relations and research of new donors
- Assist development officers with all communication efforts with university donors
- Responsible for the development of the marketing strategy of the inaugural internal giving campaign, *I am WT*

West Texas A&M University Canyon, Texas
Course Instructor January 2009- January 2021

- Course instructor for both Psychology and Interdisciplinary Studies
- Compilation and presentation of lectures, exams, and special projects
- Course evaluation; grading, attendance, and performance

EDUCATION

West Texas A&M University, Canyon, Texas

- Master of Arts Psychology

West Texas A&M University, Canyon, Texas

- Bachelor of Arts Psychology

Midland College, Midland, Texas

- Associate of Arts Psychology