

# Amanda Shapiro

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## EDUCATION

**University of Michigan, Ann Arbor, MI**

**May 2026**

*Bachelor of Arts in Sport Management*

GPA: 3.81 / 4.0

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## EXPERIENCE

**University of Michigan Men's Basketball**

**August 2025 – April 2026**

*Social Media Intern, Ann Arbor, MI*

- Ideate and produce mobile short-form video, showcasing player personalities and behind-the-scenes action, highlighting the team on and off the court
- Execute real-time coverage on Instagram stories and X to connect fans to the in-arena experience
- Collaborate with players and creative staff to capitalize on trends while maintaining team identity, Michigan Athletics brand, and standard of a national championship team

**Creative Artists Agency (CAA)**

**June 2025 – August 2025**

*Basketball Intern, New York, NY*

- Designed dynamic graphics utilizing Adobe Creative Suite for clients and special events, including player performances, invitations, and Summer League visuals
- Established new opportunities for clients through outreach to smaller brands for potential partnerships
- Supported daily operations within the basketball department, updating client lists, coordinating event logistics, and supporting talent management through scheduling, research, and client materials

**SLAM Magazine**

**January 2024 – August 2024**

*Social Media and Marketing Intern, Queens, NY*

- Managed regular postings and monitored engagement rates on SLAM's social media accounts
- Prepared social posts for upcoming magazine launches, players visiting the office, and NBA events
- Attended college basketball games to film short-form vertical video content for SLAM University

**Wasserman (Now THE TEAM)**

**June 2024 - August 2024**

*Social Media and Sports Talent Intern, Los Angeles, CA*

- Assisted in social media strategy and implementation for Wasserman Basketball's social accounts
  - Planned content for the 2024 NBA Draft, WNBA All-Star Weekend, and 2024 Paris Olympics
  - Utilized Brandwatch to identify engagement rates and analyzed KPIs and how they can be improved
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## ACTIVITIES

**Michigan Women Empowerment in Sport & Entertainment (MWESE)**

**January 2023 – April 2026**

*External Events Chair, Mentor*

- Organized and coordinated MWESE events as primary contact for speakers and site visits
- Serve as a mentor to underclassmen, providing guidance about Michigan and the sports industry

**Michigan Sport Business Association**

**January 2024 – April 2026**

- Increasing knowledge of sport industry through attending membership meetings, guest presentations, and visits with sports organizations