

AMENTA B. CUTLIFF

Houston, TX | 917-725-0161 | LinkedIn: [linkedin.com/in/amentabcutliff](https://www.linkedin.com/in/amentabcutliff)

PROFILE SUMMARY

Marketing, communications, and customer experience professional with 15+ years of experience supporting clients, stakeholders, and communities across nonprofit, cultural, telecom, hospitality, and healthcare sectors. Experienced in high-volume and high-touch environments, managing social media accounts, websites, marketing campaigns, and donor communications. Skilled in customer support, team coordination, and operational workflow management, with a proven ability to engage audiences, build relationships, and execute projects from concept to completion. Seeking a remote/hybrid or in person role where digital communication, client engagement, and problem-solving drive measurable impact.

WORK EXPERIENCE

Graphic Designer (Contract) / Marketing & Communications

WHEW Now – Women Healing & Empowering Women | Jun 2025 – Present

- Established, built, and manage social media accounts and websites to amplify community wellness and empowerment initiatives.
- Designed culturally grounded digital and print assets for trauma recovery, wellness, and women-centered programs.
- Ensured brand cohesion across outreach materials, programs, and events.

Marketing & Communications Manager / VISTA Leader

Texas Tribal Buffalo Project | Houston, TX | Oct 2023 – Aug 2025

- Established, managed, and maintained social media accounts and organizational websites, increasing engagement and visibility.
- Led marketing and fundraising campaigns supporting buffalo conservation and Indigenous cultural heritage projects.
- Coordinated events and cultivated donor and sponsor relationships, enhancing community support.
Built VISTA program capacity through recruiting, training, and mentoring members; developed sustainable systems for long-term program growth.

Graphic Designer & Public Relations

University Museum at Texas Southern University | Mar 2013 – Oct 2023

- Managed museum social media accounts and website content, improving community engagement and public outreach.
- Designed exhibition materials, digital content, and promotional assets.
- Acted as museum liaison, facilitating tours, partnerships, and special events.

Arts Project Director

World Youth Foundation, Inc. | Jul 2014 – Jun 2015

- Developed visual arts programs in collaboration with artists, schools, and galleries.
- Managed workshops, exhibitions, and events, including budgets and schedules.
- Created marketing and design materials to promote foundation initiatives.

Administrative Manager

Siblings Healthcare Solutions | May 2007 – Dec 2014

- Supervised administrative staff and supported field employees in a regulated healthcare services environment.
- Managed payroll, scheduling, invoicing, and internal documentation while ensuring compliance.
- Served as an internal resource for staff inquiries and issue resolution.

EDUCATION & CERTIFICATIONS

- 2025 – Wix Certified Expert Designer
- 2025 – Texas Health & Life Insurance Agent
- 2022 – AAS Fashion Design (Summa Cum Laude), Houston Community College
- 2022 – AAS Digital Design (Summa Cum Laude), Houston Community College
- 2009 – MA Media Studies (Magna Cum Laude), The New School
- 2004 – BA Music, Minor in Fine Arts (Magna Cum Laude), Texas Southern University

CORE SKILLS

- Google Workspace | Microsoft Office | ASANA | SLACK
- Adobe Photoshop, Illustrator, Premiere Rush, Canva
- ChatGPT | Google Gemini | MidJourney
- Digital Marketing & Social Media Management (Instagram, Facebook, Websites)
- Remote Customer Support (Phone, Email, Chat)
- Photography & Video Editing