

MAX MONTOYA

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PROFESSIONAL EXPERIENCE

Mar 2025- Present: San Diego Wave FC | Fan Ambassador & Game Presentation Specialist

- Assist in the execution of match presentation elements, including live shots.
- Moderate Vixi Live, a fan engagement app to broadcast fans live onto the video board.
- Coordinate and manage on-site talent for match day, ensuring timely arrival and placement in designated locations.
- Engage with fans at both games and community events.

Feb 2025- Present: East Village Times | Sportswriter

- Covered the San Diego Clippers (NBA G League), writing game summaries and conducting postgame player and coach interviews
- Covered the Lake Elsinore Storm (San Diego Padres minor league affiliate), producing game recaps and player interviews
- Wrote evergreen articles on the San Diego Padres, San Diego State, and UC San Diego athletic programs.

June 2024 - Present: Orange County Soccer Club | Merchandising Assistant

- Prepare the team store for each game day by replenishing inventory, tracking stock levels, and introducing new merchandise.
- Oversee game day merchandise setup and layout to ensure efficiency and optimal customer flow
- Supervise and support interns during store operations, assisting with customer inquiries and resolving issues as needed
- Manage shipping and receiving of orders to ensure timely product availability ahead of matches

Sep 2025 – Oct 2025: Legends Global; The Ryder Cup | Merchandise Intern

- Assisted with receiving shipments, organizing products, stocking the floor, and maintaining product flow
- Ensured an exceptional shopping experience for thousands of golf fans during the Ryder Cup
- Communicated with vendors regarding product SKUs and inventory needs
- Organized and maintained backstock inventory to support consistent product availability

Dec 2024 – Jan 2025: SPORTFIVE; The American Express Golf Tournament | Tournament Services Intern

- Understand the AXS ticketing platform and be able to assist players and spectators with questions.
- Assist in the distribution and printing of RFID and non-RFID credentials.
- Spearhead tour for local youth golf organization.
- Monitored and tracked Pro-Am registration for the Monday and Wednesday Pro-Ams.

Jan 2024- May 2024: Hurricane Junior Golf Tour | Digital Marketing Intern

- Created 256 graphics on Canva for every tournament in the upcoming calendar year.
- Wrote blog posts and press releases for the company website and the weekly newsletter.
- Utilized WordPress for publishing blogs and press releases.
- Performed a competitive analysis for the company.
- Managed the company's Instagram. Responded to direct messages and posted on the account.
- In charge of the weekly email marketing campaign that was sent to the winners of the tournaments.

EDUCATION

Gonzaga University,
Gonzaga University Honors Program. Graduated Magna Cum Laude
Sports Management Major
Public Relations and Digital Marketing Minors