
AMANDA CRUZ MYHRBERG

Sarasota US-FL • 941-538-7530 • agamesportpsych@gmail.com

AGameSportPsych.com



Owner, A Game Sport & Performance Consulting LLC

Summary

Amanda is an experienced business owner with a demonstrated history of working in the sports industry. Skilled in mental training, coaching, and performance psychology. Strong consulting professional with a Master of Science in educational psychology with a focus in sport psychology from Florida State University.

Work experience

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| Oct 2014 - Present | <p>Owner</p> <p><i>A Game Sport Psychology Consulting, LLC</i></p> <p>A Game Sport Psychology Consulting, LLC is a local business in the Sarasota/Bradenton community. A Game specializes in mental training for athletes, exercisers, and performers of all ages and abilities. We offer individual mental training sessions from a certified consultant. Additionally, A Game also offers group training sessions for teams, schools, and academies. Our clients have included sports teams, athletes, and coaches of various levels and sports.</p> |
| 2018 - Present | <p>Mental Performance Coach</p> <p><i>Tampa Bay Cannons</i></p> <p>The Tampa Bay Cannons' mission is to energize the community through high-level Ultimate. The organization is committed to building a strong community bond through meaningful interactions and charitable involvement, and has proudly represented American Ultimate Disc League since 2015.</p> <p>Duties Included:</p> <ul style="list-style-type: none">• Developing a mental performance curriculum for the team.• Working with athletes as a team and individuals.• Aiding management & coaching staff in developing a high-performance mindset. |
| 2015 - 2020 | <p>Mental Conditioning Coach</p> <p><i>Home Base Program: Southwest Florida Warrior Health & Fitness</i></p> <p>The Southwest Florida Warrior Health and Fitness Program is a free, 90-day program for Southwest Florida Veterans. Warrior Health and Fitness is designed to help Veterans improve their physical health and well-being through supervised physical exercise, education about healthy eating, living, sleep hygiene, stress management and the health benefits of physical activity.</p> |
| Jun 2013 - Aug 2013 | <p>Mental Conditioning Summer Staff</p> <p><i>IMG Academy</i></p> <ul style="list-style-type: none">• Developed and conducted mental conditioning sessions for the following topics: Confidence, Motivation, Relaxation, Goal Setting, Composure, Attitude, and Concentration.• Tested and trained athletes in the Vision Training Lab.• Worked alongside other IMG Athletic and Personal Development divisions: Physical Conditioning, Vision Training, Nutrition, and Leadership. |

- Conducted video-analysis for athletes.
- Data entry for the Ignite 360 program.

Jan 2012 - May 2013 Teaching Assistant: APK 4400 Sport Psychology

Florida State University College of Education

- Teaching undergraduate students at Florida State University the theory and practice of sport and exercise psychology.

Aug 2009 - May 2012 Graduate Assistant: Laboratory Attendant

Florida State University: Office of Information and Instructional Technologies

- Coordinated resources for the College of Education and use them for instructional and research purposes.
- Managed coordination of academic and administrative computing, as well as media, distance education and other instructional technology activities.

Jun 2010 - Aug 2010 Mental Conditioning Intern

IMG Academies

- Developed and conducted mental conditioning sessions for the following topics: Confidence, Motivation, Relaxation, Goal Setting, Composure, Attitude, and Concentration.
- Tested and trained athletes in the Vision Training Lab.
- Worked alongside other IMG Performance Institute: Physical Conditioning, Vision Training, Nutrition, and GameOn.
- Conducted video-analysis for athletes.
- Data entry for the Combine 360 program.

Research Presentations and Publications

Presentations

- Myhrberg, A., Trocchio, R., & Webster, K. Maintaining integrity & professionalism while working with youth sports: Ethical considerations. Association for Applied Sport Psychology Annual Conference, Presented Virtually (October, 2020).
- Myhrberg, A. Getting into the swing: The science of finding the zone. US Rowing Annual Convention, Sarasota, FL. (December, 2017).
- Myhrberg, A., Braun, R., Webster, K., & Boulware, W. Speaking the same language: Communicating effectively with athletes. National Coaching Conference, Washington, D.C. (June, 2014).
- Cruz, A. & Eklund, R.C. The prevalence of body change strategies in male weight class and non-weight class athletes. Association for Applied Sport Psychology Annual Conference, Honolulu, HI (September 2011).
- Cruz, A. & Boulware, W. Battle to Bond: Teambuilding and Communication Workshop. Workshop presented at the No Brain, No Gain: Performance Psychology Education and Workshops, Pensacola, FL (April, 2011).
- Cruz, A. & Gershgoren, L. Everything I Know I Learned at the Movies: Using Video Clips to Teach Mental Skills to Athletes. Workshop presented at the Southeast Regional Sport Psychology Conference, Tallahassee, FL (April, 2011).
- Gershgoren, L., Cruz, A., Basevitch, I., & Tran, K. Making a Long Story Short: Using Anecdotal Stories to Facilitate Mental Skills. Workshop presented at the Southeast Regional Sport Psychology Conference, Tallahassee, FL (April 2011).
- Ko, C., Wade, B., & Cruz, A. Separating off-field distractions: Challenges of becoming a unified team for a college softball team. Poster presented at the 24th Association for Applied Sport Psychology Conference, Salt Lake City, UT (September, 2009).
- Ferguson, C.J., Rueda, S.M., & Cruz, A.M. What's love got to do with it? Elements of family violence that influence perceptions of parental affection and violent crime in a predominately Hispanic population. Paper presented at the 17th Rio Bravo Association conference, Laredo, TX, (May, 2006).

Publications

- Myhrberg, A. & Taylor, J. (2019). Team Communication. In J. Taylor (Ed.), *Comprehensive Applied Sport Psychology*. London, UK: Routledge
- Braun, R., Myhrberg, A., Thompson, M., & Yambor, J. (2016). The Provision of Optimal Performance Training for a United States Swimming Club Team Utilizing Supervision and Peer Mentoring, In J.G. Cremades & L.S. Tashman (Eds). *Global Practices and Training in Applied, Sport, Exercise, and Performance Psychology: A Case Study Approach*. Psychology Press.
- Cruz, A. M. (2010). The Relationship Between Self-Presentation, Body Image Satisfaction, and Body Change Strategies in Weight Class and Non-Weight Class Male Athletes. Retrieved from http://purl.flvc.org/fsu/fd/FSU_migr_etd-2962
- Ferguson, C.J., Cruz, A., Martinez, D., Rueda, S., & Ferguson, D. (2010). Violence and sex as advertising strategies in television commercials. *European Psychologist*, 15(4), 304-311.
- Ferguson, C.J., Cruz, A.M., & Rueda, S.M. (2008). Gender, video game playing habits and visual memory tasks. *Sex Roles: A*

Journal of Research, 58, 279-286.

- Ferguson, C.J., Cruz, A.M., Martinez, D., Rueda, S.M., Ferguson, D.E., & Negy, C. (2008). Personality, parental, and media influences on aggressive personality and violent crime in young adults. *Journal of Aggression, Maltreatment, and Trauma*, 17, 395-414.
- Ferguson, C.J., Rueda, S., Cruz, A., Ferguson, D., Fritz, S., & Smith, S. (2008). Violent video games and aggression: causal relationship or byproduct of family violence and intrinsic motivation? *Criminal Justice and Behavior*, 35, 311-332.

Education

- Aug 2007 - Aug 2010 **Masters of Science**
Florida State University
- Masters of Science in Educational Psychology with a specialization in Sport Psychology
 - Thesis: The Relationship between Self-Presentation, Body Image Satisfaction, and Body Change Strategies in Weight Class and Non-Weight Class Male Athletes
- Aug 2003 - May 2007 **Bachelor of Arts**
Texas A&M International University
- Major: Psychology
 - Minor: Art History
 - Graduated Summa Cum Laude
 - Member of the TAMU Dustdevil Volleyball Team
 - Phi Kappa Phi National Honor Society
 - Psi Chi Psychology National Honor Society

Certifications

- February 2021 - Present **Certified Health Coach #W56014**
American Council on Exercise
- The [ACE Health Coach Certification](#) is the only health coach certification accredited by the National Commission for Certifying Agencies (NCCA), considered the gold standard in health and fitness.
- Nov 2014 - Present **Certified Mental Performance Coach (CMPC) #517**
Association for Applied Sport Psychology
- [Certified Mental Performance Coaches \(CMPC's\)](#) address performance issues that affect people in all areas of sport and exercise. They are specifically trained to help enhance performance in the following ways: • Reducing performance anxiety • Improving concentration • Setting both short- and long-term goals • Increasing and maintaining motivation • Building self-confidence • Improving communication • Recovering from injury • Starting and maintaining an exercise program
- Mar 2014 - Present **USA Volleyball Indoor and Beach IMPACT Certified**
USA Volleyball
- USA Volleyball currently has a minimum level coach education requirement in order to coach in a USAV Junior Volleyball Program. The Indoor IMPACT course is required for all USAV Junior Club Coaches and is the pre-requisite for CAP Level I attendees.

Volunteer Experience

- 2015 - Present **Board of Directors**
Sarasota Seminole Club
- The [Sarasota Seminole Club](#) brings together alumni and friends of Florida State University to promote the University and enrich the ties between its alumni and friends in Sarasota, Florida.
- Treasurer 2016-2018
Vice President 2018- Present