

AIDAN BERNAL

MASTER OF SPORTS LAW & BUSINESS

CONTACT

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- Aidanbernal.com

PROFILE SUMMARY

Business Marketing graduate with a minor in Sport Management, currently pursuing a Master of Sports Law and Business at ASU. With sports experience in the U.S. and abroad, I bring skills in data analysis, market research, and strategic thinking. Seeking a role in sports analytics or marketing to drive insights and engagement.

EDUCATION

- 2024 - 2026**
ARIZONA STATE UNIVERSITY
 - Master of Sports Law & Business
- 2020 - 2024**
TEXAS TECH UNIVERSITY
 - Bachelor of Business Management, Marketing
- 2023 - 2023**
INTERNATIONAL COLLEGE OF MANAGEMENT, SYDNEY (ICMS)
 - Study Abroad - International Business

CERTIFICATES

- Rapsodo
- HubSpot Certifications
(Content, Inbound, and Email Marketing, Social Media)
- Google Certifications (Analytics and Ads Search)

WORK EXPERIENCE

ASU SPORTx AUGUST 2025 - PRESENT

Student Athlete Venture Studio Intern

- Guided 250 student-athletes in building personal brands and ventures through NIL strategy
- Helped student-athletes obtain over \$30,000 in funding for their ventures
- Managed 1:1 consults and tracked progress using Airtable project management tools
- Created 100 athlete bios and success stories to showcase entrepreneurial growth
- Coordinated follow-ups with athletes to ensure accountability and milestone completion

Texas Rangers FEBRUARY 2025- MARCH 2025

Spring Training Secretary

- Supported the Executive Director of Communications with scheduling, correspondence, and operations
- Traveled with the team for away games and represented the Texas Rangers' media and communications department, having earned the trust of players and staff
- Coordinated media access, visitor logistics, and building security
- Assisted with game presentation and communications efforts

Athletes Authority Sport Management May 2023 - August 2023

Sports Agent Intern

- Managed day-to-day operations of over 15 AFL players represented
- Ran the company's social media page and developed half a dozen player marketing campaigns for sponsorships

SKILLS

- Consumer Research
- Marketing Campaigns
- Interpersonal Communication
- Cross-Cultural Collaboration
- Entrepreneurship

REFERENCES

Josh Boyd

Texas Rangers

Vice President/Assistant
General Manager

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Aaron Hernandez

Arizona State University

Executive Director of Allan "Bud" Selig
Sports Law & Business Program

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