

AIDAN BERNAL

MASTER OF SPORTS LAW & BUSINESS

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

REFERENCES

Ron Li

Phoenix Suns
Vice President, Fan Intelligence and
Partnership Strategy
P: +1 (541) 514-3094
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Aaron Hernandez

Arizona State University
Executive Director of Allan "Bud" Selig
Sports Law & Business Program
P: +1 (915) 355-6093
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Josh Boyd

Texas Rangers
Vice President/Assistant General Manager
P: +1 (817) 718-4671
E: Jboyd@texasrangers.com

SKILLS

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

CONTACT

+1 (469) 867-2660
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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, strategic planning and partnerships. Seeking a role in sports partnerships or marketing.

WORK EXPERIENCE

ASU SPORTx

AUGUST 2025 - PRESENT

Program Aide

- Guided 500+ student-athletes in building personal brands and ventures through GoDaddy's website and digital tools, applying NIL strategy, revenue modeling, and long-term brand positioning to launch and scale their online presence
- Facilitated \$50,000+ in athlete venture awards and early-stage funding to support launch and growth initiatives
- Originated and strengthened strategic partnerships with the NCAA, GoDaddy, NACDA, and the USTA, expanding athlete access to media exposure and national governing body resources
- Spearheaded a partnership with Forbes to plan and execute a 75-person Under 30 Summit Service Day event, leading end-to-end coordination across venue logistics and programming
- Directed 10 volunteers for the event, overseeing recruitment, role delegation, and day-of execution to deliver a seamless experience for guests and student-athletes
- Built and strengthened a collaborative NIL ecosystem with the Sun Angel Collective and ASU NIL leadership, creating a more effective and unified environment to support and develop student-athletes

LPGA

NOVEMBER 2025 - MAY 2026

Ticket Sales Specialist

- Supported ticket sales and community outreach for the Ford Championship, through targeted ASU campaigns
- Executed an activation with ASU Athletics to engage students and local communities
- Assisted with Trackman/broadcast operations throughout the tournament
- Contributed to operations and fan engagement for the Carlisle Arizona Women's Golf Classic

Texas Rangers

FEBRUARY 2025 - MARCH 2025

Spring Training Secretary

- Supported the Executive Director of Communications with scheduling, correspondence, and operations
- Coordinated media access, visitor logistics, and building security
- Assisted with game presentation and communications efforts