

AIDAN BERNAL

Master of Sports Law & Business

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SUMMARY

Master of Sports Law and Business graduate with a bachelor's degree in Marketing and an international perspective shaped by experiences across the United States and Australia. Passionate about the evolving business of sports and the intersection of athlete development, brand growth, and strategic innovation. Brings a strong understanding of modern sports culture, emerging industry trends, and the ways younger audiences engage with teams, athletes, and brands in a rapidly changing landscape.

WORK EXPERIENCE

Management Intern, SPORTx at ASU

Aug 2025 – Present

- Guided 500+ student-athletes in venture and brand development initiatives, facilitating \$50,000+ in funding to support business growth.
- Developed strategic partnerships with Forbes, the NCAA, GoDaddy, NACDA, and the USTA.
- Coordinated a 75-person Forbes Under 30 service event, managing event logistics, stakeholder communication, and program execution.
- Managed SPORTx's LinkedIn and Instagram, creating athlete-focused and promotional content to grow brand awareness.

Student Ticket Sales, Community Outreach, and Engagement, LPGA

Nov 2025 – May 2026

- Supported Ford Championship student ticket sales and community engagement through targeted email outreach and activation coordination with ASU students and organizations.
- Assisted LPGA Ticketing with admissions and guest services, helping spectators navigate SeatGeek transactions, ticketing questions, and venue logistics to enhance the fan experience.

Communications Intern, Texas Rangers

Jan 2025 – April 2025

- Reported directly to the Executive Director of Communications with daily operations, scheduling, and correspondence.
- Coordinated media access, visitor logistics, and game-day communications efforts.

Player Manager Intern, Athletes Authority Sport Management

May 2023 – Aug 2023

- Supported the representation of 15 professional Australian Football League athletes.
- Assisted with marketing initiatives and operational activities across athlete accounts.

Operations and Events Intern, Playfair Golf Club

Jan 2023 – Aug 2023

- Managed retail operations, vendor relationships, payroll, and staff scheduling while overseeing tournaments, corporate events, and customer engagement initiatives.
- Drove revenue through memberships, simulator bookings, and event sales while collaborating with The Maybe Group on partnership and event initiatives.

EDUCATION

The Allan "Bud" Selig Master of Sports Law & Business Program

Aug 2024 – May 2026

Arizona State University

Bachelor in Business Administration, Marketing

Aug 2020 – Aug 2024

Texas Tech University

Study Abroad Program, International Business

Jan 2023 – Aug 2023

International College of Management, Sydney, Australia (ICMS)

SKILLS

- Partnerships
- Marketing
- Project Management
- Event Ops
- Sales