

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

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Aaron Hernandez

Arizona State University

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

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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

Aidanbernal@gmail.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, strategic planning and partnerships. Seeking a role in sports partnerships or marketing.

WORK EXPERIENCE

ASU SPORTx

AUGUST 2025 - PRESENT

Student Athlete Venture Studio Intern

- Guided 500+ student-athletes in building personal brands and entrepreneurial ventures through structured NIL strategy, revenue modeling, and long-term brand positioning
- Facilitated \$50,000+ in athlete venture awards and early-stage funding to support launch and growth initiatives
- Originated and strengthened strategic partnerships with Forbes, GoDaddy, the NCAA, and the USTA, expanding athlete access to media exposure and national governing body resources
- Designed and executed NIL ecosystem activation events in collaboration with the Sun Angel Collective and ASU's NIL leadership, delivering venture education and aligning support resources for Division I student-athletes across major athletic programs
- Managed 1:1 venture development consults and implemented Airtable systems to track KPIs

LPGA

NOVEMBER 2025 - PRESENT

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

Athletes Authority Sport Management

May 2023 - August 2023

Sports Agent Intern

- Managed day-to-day operations of over 15 AFL players represented