

AIDAN BERNAL

MASTER OF SPORTS LAW & BUSINESS

CONTACT

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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, 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

WORK EXPERIENCE

ASU SPORTx AUGUST 2025 - PRESENT
Student Athlete Venture Studio Intern

- Guided student-athletes in building personal brands and ventures through NIL strategy
- Managed 1:1 consults and tracked progress using Airtable project management tools
- Created 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
- Reported directly to head agents weekly on my analysis of that week's work

CERTIFICATES

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

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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