



THE SPORTS INTERN

INDUSTRY INSIDER

ARIELLE MOYAL

DIRECTOR, WEST REGION - POSITIVE ATHLETE



Arielle Moyal serves as **Director of the West Region** for **Positive Athlete**, leading strategy, partnerships, and regional growth. Her work centers on elevating high-character student-athletes through scholarships, leadership development, and support with future career pathways. She operates at the intersection of relationship-building, brand strategy, and scalable impact, helping partners align business goals with meaningful opportunities for young athletes.

Her **favorite part** of the role is creating tangible moments of recognition that change how student-athletes see themselves and their futures. However, balancing quick growth with long-term sustainability while navigating diverse stakeholders across schools, brands, and internal teams is challenging.

Arielle's perspective on networking shapes how she leads: "**Networking is a long game rooted in generosity,**" advice she received from Jeff Pagliano of Management Futures.

It's a philosophy she has always applied across every partnership and relationship she builds.

PREVIOUS EXPERIENCE:

American Cancer Society
Athlete and Sport Contractor

REP1 Sports (now Excel and KLUTCH)
Vice President of Marketing,
PR & Digital Marketing

BDA Sports Management (now WME Basketball)
Manager of Marketing, PR, & Player Relations

Sacramento Kings, Basketball Operations
Player Development & Team Operations

UCLA Men's Basketball
Administration & Team Operations

UCLA Athletics Compliance & Recruiting
Athletic Recruiter

LakersNation
News Aggregator

adidas
College Brand Coach

OTHER EXPERIENCE:

Camp counselor for LA City Parks, **barista** at a coffee shop, working in **child care**, and various **medical internships** while a Political Science & Pre-Medicine major at UCLA during undergrad school.



ARIELLE'S TIPS

- **Don't force the fit.** Be yourself and find roles that match your strengths, values, and personality. When there's real synergy between who you are and what the job requires, you'll perform better, build stronger relationships, and enjoy the work more long term.
- **Master the fundamentals and overdeliver on the "small" things:** clear writing, clean spreadsheets and decks, organized meetings, time management, and proactive communication. In sports, people remember who makes their life easier. Bring solutions, earn trust, create opportunity.
- **Prioritize soft skills.** Technical skills evolve quickly; soft skills age better. Communication, emotional intelligence, adaptability, problem-solving, leadership, and the ability to work well with different personalities are what employers value most. Build them early through reps, feedback, and learning to stay steady under pressure.