



THE SPORTS INTERN

INDUSTRY INSIDER

AARON ARIZA ARAK

CLIENT EXPERIENCE MANAGER, SPORTS
TIXR

TIXR Aaron Ariza Arak is the **Client Experience Manager, Sports at Tixr**, a ticketing platform designed for large and small-scale sports and entertainment events. He works on the Sports team, and his clients are teams and stadiums who he helps with designing their ticketing pages for online sales and revenue maximization. He works as a consultant and leverages experiences to give the teams new ideas on packages, reporting, and overall ticketing functionality.

Aaron's current role is the result of more than 15 years of experience across the sports industry, built on a foundation of relationship-building and customer service. He began his career in sports after transitioning from banking and finance. While earning his master's in sport management from California State University, Long Beach, he gained hands-on experience through internships with organizations like the **Los Angeles Galaxy** and **professional beach volleyball** leagues, focusing on partnership activation and event operations.

Those early roles opened the door to his first full-time opportunity with the Los Angeles Galaxy, where he grew within the organization in fan development and ticketing. From there, he continued to take on leadership roles across ticket sales, service, and premium hospitality with organizations including the **Ontario Reign**, **Sacramento Kings**, and the **Rose Bowl Stadium**.

Across each step, Aaron consistently moved closer to the revenue and strategy side of the business — leading teams, overseeing premium experiences, and driving ticketing performance. Today, he brings that full perspective into his role at Tixr, where he advises teams and venues on how to optimize their ticketing strategy, enhance the fan purchasing experience, and ultimately grow revenue.



AARON'S TIPS

It's not who you know, **it's who knows you**. Getting top jobs is SO competitive that you almost always need an internal champion to advocate for you to get an opportunity to interview. Networking continues to be one of the most important aspects of career development.

Finding a full time job is a full time job. Be patient, stay organized and be creative on how you can stand out amongst other applicants. It's not enough to just have a good conversation and hope the company calls you for another interview or an offer. You need to have a strategic plan to stand out at each interview. I advocate for interviewees to make 30/60/90 plans, portfolios and other tangible projects to give to the hiring team to set you apart from the rest of the candidates.

