

THE SPORTS INTERN

INTERN INSIGHTS



ALEXA OLMOS

CSU, FULLERTON - SENIOR
TITAN ATHLETICS - COMMUNITY ENGAGEMENT
AND GAMEDAY OPERATIONS LEAD INTERN

▶ AT TITAN ATHLETICS:



Alexa Olmos is a senior at Cal State University, Fullerton where she is a Community Engagement and **Game Day Operations Lead Intern** for their Athletics Department. She first discovered this opportunity through her school's career center job board. After completing the application and interview process, she was selected for a Marketing Intern position within the athletics department.

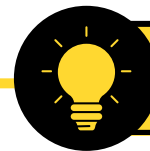
To stand out as a candidate, she leaned heavily on prior hands-on experience as an account coordinator with Titan Public Relations, the university's student-run PR agency and as an outreach committee member for CSUF PRSSA, both of which helped her develop skills in PR, marketing, and communication, and community engagement. That combination of applicable skills and expressing a passion for sports and eagerness to learn played a key role in helping her secure the Marketing Intern position.

In this role with CSUF Titans Athletics, Alexa's day-to-day responsibilities depend on whether it's a game day or engagement day:

- On game days, she works with the marketing team to support a smooth and engaging in-venue experience, assisting with videoboard operations, in-game music, live social media content, and fan-facing promotions or giveaways.
- On engagement days, she focuses on campus and community outreach, to promote upcoming games, helping execute student tailgates, and supporting off-campus events such as partnerships and local activations.

Her skills and professional growth in the role did not go unnoticed. The following year, she was **promoted to a paid position** in January 2026 as the **Community Engagement and Gameday Operations Lead Intern**.

Her biggest takeaway has been how important it is to be adaptable, collaborate effectively, and think quickly under pressure while maintaining a high-energy mindset in a fast-paced sports environment. Alexa's dream job would be in sports PR and Communications for a professional team.



ALEXA'S TIPS

- One of the best ways to break into the sports industry is by getting involved with your school's athletic department. This prepared me for a career in professional sports and opened new opportunities by allowing me to work in a real sports environment.
- Network and connect with professionals in the field you're interested in. Building relationships early can make a big difference when applying for internships.
- Tailor your resume to the sports internship role you are applying to. Even experiences outside of sports can be valuable if you clearly connect them to the role you are applying to.