

# Sports law and business graduate balances ambition on her path to the top

By Crystal Jimenez, ASU News  
April 28, 2025

**Editor's note:** This story is part of a series of profiles of notable [spring 2025 graduates](#).

During her senior year at another university, Julia Jacome didn't have a clear idea of what career path she wanted to pursue. So when a friend told her about the Master of Sports Law and Business program at the Sandra Day O'Connor College of Law at Arizona State University, she knew it was the next step.

With a passion for sports, a background in business and a degree in marketing, Jacome saw the MSLB program as a perfect way to bring her interests together.

"At first, I knew the program was primarily geared toward law and business within sports, but after hearing from alumni, I realized there was room for other paths within this degree," she said. "Their experiences showed me that this program could open doors beyond traditional roles, allowing me to carve out my unique path in the sports industry."

Thanks to the insights and connections from alumni and industry professionals, Jacome has gained access to opportunities she didn't even know existed.

Although she entered the program with an interest in sports media, her perspective has since broadened to include a range of business-side roles in the sports world. Reaching that point, though, required a lot of hard work and time management.

"The most challenging part of this program has been time management," Jacome said. "The goal of MSLB is to help us all land jobs in sports, which means we're constantly taking on internships and opportunities to gain experience."

During her time in the program, Jacome held a creative internship with Sun Devil Athletics covering media days, practices and games. Later, she landed a dream role as a live content creator with Major League Baseball, covering spring training and the regular season. All of this while juggling coursework and other commitments.

In her final year, she served as a graduate assistant, managing MSLB's social media and supporting its marketing efforts. She also freelanced as a photographer and content creator, worked with various companies and remained active in MSLB events.

"I had to learn how to manage my time in a way that didn't stretch me too thin, allowing myself to grow while still being creative, something that's essential in many of my roles," she said. "I'm incredibly grateful for the mentors and colleagues who have pushed me to take on new opportunities and believed in me to get the job done. This program has not only helped me grow professionally but has also taught me how to balance ambition with sustainability."

*Note: Answers may have been lightly edited for length and/or clarity.*

**Question: What was your "aha" moment when you realized you wanted to study the field you majored in?**

**Answer:** I've been surrounded by sports for as long as I can remember, and even after I stopped playing, I knew I wanted to stay as close as I can to that environment. Sports have always represented more than just a game; they've been a source of friendships, life lessons and opportunities. In college, I quickly gravitated toward working in sports, and from then on, it became clear this was where I wanted to be. I'm incredibly grateful for how far I've come and for the people I've met along the way.

**Q: Why did you choose ASU?**

**A:** I originally considered ASU for my undergraduate degree, but ended up attending Oregon State University. Later, when a friend introduced me to the Sports Law and Business program, it felt like the perfect next step. I wasn't quite ready to jump directly into the workforce, and I knew I still had a lot to learn. ASU offered a unique space where I could grow academically, personally and professionally within the sports industry, and I couldn't think of a better place to do that.

**Q: Which professor taught you the most important lesson while at ASU?**

**A:** From the moment I interviewed for the MSLB program and was accepted, (Assistant Dean) Aaron Hernandez believed in me. When I essentially took over the role of graduate assistant for social media, he backed me completely, trusting my vision and supporting everything I wanted to do with MSLB's social media. Coming into a new space where I didn't know anyone could have been overwhelming, but Aaron made the transition seamless. More importantly, he's taught me to trust my ideas, believe in my voice and have confidence in what I bring to the table, regardless of outside opinions. That might sound simple, but it's something I've had to work on and continuously work through.

**Q: What was your favorite spot on campus, whether for studying, meeting friends or just thinking about life?**

**A:** My favorite spot on campus is the fifth-floor courtyard, especially when the weather is nice. It's the perfect place to read, study, work or catch up with friends. Being indoors for classes and work all the time can feel isolating, so having this outdoor space to step away, yet still be on campus, is incredibly refreshing.

**Q: What are your plans after graduation?**

**A:** After graduation, I'll continue working part-time as a live content creator for Major League Baseball and have also recently accepted a position as the social media and digital marketing coordinator at Sports Business Ventures. I'm excited to keep sharing stories and connecting people through sports.

---

*This story originally appeared on [ASU News](#).*

**Main image**

