

ABIGAIL CRAWFORD

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EXPERIENCE



Name, Image, and Likeness Coordinator

San Diego State University Athletics | June 2025 - Present

- Lead operations for SDSU's revenue-sharing and third-party NIL programs, supporting 500+ Division I student-athletes across 18 sports.
- Advise coaches, staff, and student-athletes on NIL, revenue-sharing, NCAA compliance, tax considerations, and international student regulations.
- Design and manage NIL contract review, certification, payment processing, and NCAA reporting to ensure institutional compliance.
- Serve as the primary liaison among coaches, campus partners, collectives, businesses, and alumni to expand NIL opportunities.
- Develop and deliver educational programming on NIL, branding, entrepreneurship, and financial literacy for 500+ student-athletes.
- Partner with athletics leadership to implement department-wide NIL and revenue-sharing initiatives and improve operational processes.
- Monitor evolving NCAA legislation and industry trends to proactively refine policies and support strategic decision-making.



Volunteer Name, Image, and Likeness Intern

Florida Gators Name, Image, and Likeness | June 2023 - May 2025

- Explore opportunities for expansion and improvement of University of Florida Name, Image and Likeness policy.
- Work with various sports teams at UF to develop NIL opportunities for athletes.
- Collaborate with a team in order to plan and implement projects.
- Uphold industry standards and adapt as new policies are passed down.



Advising Graduate Assistant

University of Florida College of Journalism and Communications | August 2023 - June 2025

- Advise current and prospective students about academic/degree requirements as well as college and institutional regulations.
- Facilitate college petition requests, major and minor inquiries, and logistics of undergraduate advising in the College.
- Track student milestones using University Student Records System following FRPA guidelines.
- Provide support related to wellness, making referrals as needed to the Dean of Students Office, Counseling and Wellness Center, and the Disability Resource Center

OTHER EXPERIENCE

Content Tutor | University of Florida Athletics Association

Sponsorship & Fundraising Intern | Park City Red Wolves Soccer Club

Public Relations & Operations Intern | South Florida Collegiate Baseball League

Assistant Director of Finance & Sponsorship | Dance Marathon at the University of Florida

EDUCATION

Bachelor of Science in Public Relations, University of Florida - May 6, 2023

Gainesville, Florida

Master of Arts in Mass Communication, University of Florida - May 4, 2025

Gainesville, Florida

SKILLS

Operations

Compliance

Finance

Athlete Relations

Partnership Development

Strategy

Branding & Social Media

Name, Image, and Likeness