



STERLING MCLENNAN


SPORTS, COMMUNITY, AND PARTNERSHIPS SPECIALIST

CONTACT

 (206)888-1849

 legallysterling@gmail.com

 www.meetsterling.info

 Willing To Relocate

SKILLS

Project Development and Management
Corporate Activations
Navigating CRM Systems
Executive Relationships and Networking
Sponsorship and Fundraising
Data Analytics and Conversion
Premium Contracts and Sales
Corporate Partnerships Consulting
Keynote Speaking, Hosting, and Presentation

EDUCATION

Bachelor's Degree

Texas Woman's University

Emphasis in Business Administration,
Kinesiology, and Anthropology

Associates of Arts

Highline College

Spanish Language and Literature

LANGUAGES

English 
Spanish 
French 

ACHIEVMENTS

- Chartering President of The Texas Woman's University National Pan-Hellenic Council
- Chapter Recording Secretary
- Chapter Financial Secretary
- Chapter Vice President
- Outstanding Student Leader Award Nominee
- Former Miss North Dallas International
- 10+ Years of Non-Profit Professional Involvement
- Non-Profit Organization Founder
- D. Barber THRIVE Public Speaking mentee

SUMMARY

Professional social advocate with a love for community, leadership development and marketing. Former campus leader on multiple executive boards with proven proactiveness in all organizational affairs and now dominating the microcosm of society that we call sports with a coachable and magnetic attitude. Adaptable to changes, consumer preferences, and internal developments that may impact an organization's strategies.

WORK EXPERIENCE

Coordinator, Sports Experiences

February 2025 - CURRENT

Endeavor/On Location

- Provided strategic consulting services to businesses looking to enhance partnerships and collaborations, focusing on mutually beneficial agreements that align with client objectives.
- Worked with clients to identify business opportunities and optimize partnership strategies, delivering measurable improvements in partnership outcomes.
- Managed teams and properties per contracts drafted after negotiation, ensuring timely delivery of partnership deliverables and fostering communication across teams.
- Entry/Intermediate handlings of commissions receivable, rebates receivable, and rebates payable.

Ticket Sales/Client Advisory

Dallas Stars Professional Hockey - Temp

AUG 2024 - DEC 2024

- Manage and contact all leads through CRM system
- Analyze and translate customer data to accomplish a goal
- Navigate Arctic's/Ticketmaster for internal sales
- Build rapport amongst clients to retain their business
- Be available to all of clients (closed sales) before, during, and after game days
- 15-20 minute presentation to senior executives on where to improve the organization

Corporate Activation Lead

NOV 2024

Netflix Paul VS Tyson LIVE

- Research of brand's public facing identity
- Assisted in all setup and breakdown of marketing and merchandise materials
- Supervised Influencers to maintain the guest experience path throughout the event
- Engaged with the client's executives to ensure the brand image is reflected properly
- Worked directly and professionally with A List clientele
- Deliver necessary metrics to client in a timely manner

Corporate Social Responsibility Coordinator

Seattle Storm Professional Women's Basketball - Temp

JUNE 2015 - AUG 2015

- Provided mentorship during STORM sponsored leadership camps (Girls grades 6th-8th)
- Demonstrated effective leadership skills within the company and community
- Provided photography for the foundation's professional social media pages
- Partnered with community businesses to promote physical health
- Designed company graphics for all camp events