

CHANNING B. MCBRIDE

SPONSORSHIP & PARTNERSHIPS COORDINATOR

P: 404-747-3870 | E: Channing@TheEliteAdmin.Co | Atlanta, GA/Los Angeles, CA
NICE CROWD Cover Letter Website: <https://www.nicecrowd.theeliteadmin.co/>

PROFESSIONAL SUMMARY

Entertainment partnerships and event operations leader with 8+ years of experience driving sponsor activations, executive priorities, creative productions, and large-scale live experiences. Proven ability to transform partnership requirements into clear strategy, compelling materials, and polished audience-facing delivery. Trusted as the brains, backbone, and blueprint behind high-visibility initiatives—bringing structure to complexity, protecting partner expectations, and preparing leaders to communicate with confidence in defining moments.

CAREER HIGHLIGHTS

- Delivered a 7,000+ attendee conference on a six-week timeline, mobilizing a 20+ person team, 200+ volunteers, executive leadership, vendors, and external partners.
- Equipped conference leaders to fulfill a critical sponsor commitment by analyzing sponsorship materials and crafting a personalized, story-driven onstage appeal within 15 minutes.
- Produced a four-week, 14-city national tour across all U.S. time zones, directing talent, family, venue, transportation, hospitality, production, and 5–7 vendors per city.
- Oversaw a \$1M+ divisional budget with disciplined forecasting, tracking, confidentiality, and executive-level accountability.
- Directed publisher relationships, approval workflows, asset delivery, and production timelines across three releases for a New York Times bestselling author.

PROFESSIONAL EXPERIENCE

DIRECTOR OF OPERATIONS | Eden & Autumn Inc, Atlanta, GA | Mar. 2021 - Present

Lead engagement strategy, partner operations, executive support, production logistics, and workflow design across entertainment, media, and live-event initiatives.

- Govern the full lifecycle of up to three concurrent engagements, overseeing onboarding, contracts and exhibits, sponsor communications, production requirements, invoicing, activation delivery, and post-event reconciliation.
- Built sponsorship proposal websites that accelerated partner engagement from initial pitch through agreement and activation.
- Orchestrate high-touch VIP and guest experiences across access, hospitality, venue readiness, talent movement, and real-time issue resolution.
- Steward sponsor, venue, vendor, and internal relationships, resolving risks early and protecting brand standards across high-visibility engagements.

OWNER & OPERATIONS CONSULTANT | The Elite Admin, Atlanta, GA | Dec. 2018–Present

Advise founders and executives on operational strategy, administrative infrastructure, workflow design, and scalable service delivery.

- Restructure fragmented workflows by clarifying ownership, establishing communication rhythms, and installing accountability systems.
- Architect SOPs, playbooks, training programs, presentations, and documentation that improve service consistency and organizational clarity.
- Counsel leaders on team structure, operational readiness, and administrative strategy so they can focus on growth, partnerships, and high-value decisions.

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MULTIPLE ROLES | Transformation Holdings, Tulsa, OK | Mar. 2021–Nov. 2022

DIVISION DIRECTOR | Jun, 2022–Nov. 2022

Led operations across five matrixed departments, a 20+ person team, seven direct reports, external partners, and a divisional budget exceeding \$1 million.

- Elevated performance across departments by coaching leaders, diagnosing operational gaps, clarifying accountability, and resetting priorities.
- Shaped executive decision-making through concise reporting, risk analysis, and actionable recommendations across multiple workstreams.

CREATIVE DIRECTOR | March 2021–November 2022

Directed creative strategy, executive priorities, publishing partnerships, and production delivery for high-profile projects.

- Orchestrated schedules, call sheets, approvals, stakeholder communication, and day-of readiness for music video productions and filming connected to an Amazon Studios feature.
- Governed publisher relationships, approval cycles, stakeholder feedback, and production timelines across three book releases for a New York Times bestselling author.
- Translated creative vision into executable production plans by aligning leadership, internal teams, external partners, and vendors around shared outcomes.

CORE SKILLS

Sponsorship Coordination & Deliverables | Partnership Management | Event Operations | Proposal and Presentation Support | Cross-Functional Collaboration | VIP Experiences | Vendor and Venue Management | Run-of-Show Development | Onsite Execution | Project Management | Budget Tracking | Post-Event Follow-Up | Process Improvement

TOOLS

Google Workspace | Microsoft Office || monday.com | Asana | Adobe Acrobat | Adobe Creative Suite | Adobe Photoshop | AI Tools: ChatGPT, Claude, Gemini

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

Coursework in Film, Television, and Acting