

Ethan McLean (ethanmclean.com)

Since graduating from Brock University's specialized Bachelor of Sport Management (BSM) program in 2023, I have been busy helping a local bison farm take its business to the next level. As its first-ever Operations Manager, and in under 12 months, I have worked with the business to launch a new online sales channel, engage its followers in social media, build the business through partnerships and brand awareness, and helped run the retail operations of the business that continues to grow. In fact, a new physical retail store is currently under construction to accommodate all of the growth. If you need help to grow your business, I want to help.

EXPERIENCE

Operations Manager

Thunder Ridge Bison Company, Uxbridge (May 2023 - Current)

Online Operations

- Collaborated on the design and launch of thunderridgebison.ca, an innovative e-commerce platform that established a new revenue stream for the company
 - Merchandised the website to optimize user experience and drive sales.
 - Managed and maintained e-commerce sales, ensuring seamless transactions and customer satisfaction.
 - Successfully introduced new product categories online to expand the company's offerings.
 - Implemented a convenient "buy online, pickup in-store" feature, enhancing customer convenience.
 - Within just 4 months of operation, **the website attracted 5,000 visitors, resulting in net-new revenues and a positive return on investment (ROI).** Additionally, the website boosted foot traffic to the physical store location.

Social Media Engagement

- Produced and edited engaging video content for social media platforms, **leading to a 82% growth in YouTube subscribers over the last 6 months.**

Business & Partnership Development

- Successfully generated new business by proactively pitching the company to potential partners.
 - Achieved a **40% success rate** in converting these pitches into valuable partnerships.
- Contributed to the planning and successful execution of multiple special events, classes, and farm tours.
 - Brought together agriculture and health experts from across the province, educating and persuading attendees about the advantages of bison farming.
 - As a result, **significantly enhanced brand awareness for the farm.**
- Represented the company at local farmer's markets, also generating positive brand awareness and business for the farm.

Retail Operations

- Contributed to the day-to-day operations of the physical retail store.
 - Provided excellent customer service to visitors, fostering loyalty and satisfaction.
 - Managed in-store inventory, optimizing stock levels and availability.
 - Ensured timely fulfillment of online orders to meet customer expectations.
 - Created effective marketing materials for in-store promotions.
 - **Store traffic almost doubled over the last 6 months, and a new store is currently under construction to accommodate business growth.**



ACADEMIC PERFORMANCE

University average of **83%**

Grade 12 average of **93%**

SKILLS

- Committed to service excellence
- Excellent relationship building and people skills
- Ability to multi-task in a fast-paced working environment
- Exceptional problem solving

ABILITIES

Microsoft Office, Google Workspace, Adobe Software (Photoshop, After Effects) & Digital Audio Workstations (FL Studio, Pro Tools, Audacity).

INTERESTS

Sports (soccer, basketball, and more), music, and personal computing.

REFERENCES AVAILABLE UPON REQUEST

OTHER EXPERIENCE

Maintenance Supervisor

Thunder Ridge Bison Company, Uxbridge (May 2021 - May 2023)

- Maintained the property spanning nearly 100 acres by performing general maintenance and organizing engaging social events throughout the summer.

Team Captain

Nav Bhatia Superfan Basketball Camp, Mississauga (2023)

- Led and instructed groups of youth and ensured the safety of all campers.

Event Staff

Brock University Varsity Athletics, St. Catherines (2022 - 2023)

- Ensured the smooth operation of varsity hockey and basketball games by operating scoreboard equipment, recording and tracking statistics, and utilizing camera equipment.

Volunteer

Niagara Falls Barrelman Triathlon, Niagara Falls (2019)

- Assisted triathlon athletes with course navigation and monitored crowd-occupied spaces to ensure the safety of the athletes and spectators.

EDUCATION

Brock University, St. Catherines

Bachelor of Sport Management (BSM), With Honours (2019-2023)

The only university in Canada granting a BSM degree. Relevant courses include:

- **Sport Marketing:** Developed a multimedia marketing campaign for a professional sports team (Toronto Raptors) which included both visual and audio components, along with a campaign plan and a detailed report.
- **Sport Sponsorship:** Created a meaningful sponsorship agreement between an NHL team (Washington Capitals) and a relevant upcoming brand (Ladder Sport), subsequently developing a campaign with which both sides would be able to best leverage the agreement.
- **Sport Event Management:** Constructed a full operational/logistical plan for a charitable event (eSports tournament) to be held by the school outlining roles, regulations, processes, procedures, and more.
- **Managing Human Resources in Sport:** Developed a human resource management protocol for a Manager of Diversity and Equity role, which included a position outline, orientation plan and appraisal structure.

Donald A. Wilson Secondary School, Whitby

Honour student through grades 9-12

