

ALBERT CARTER, M.Ed.

Executive Director & Educator

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PROFESSIONAL STATEMENT

Experienced executive in music and entertainment, marketing, business consulting, events, and content curation. Proficient in strategic opportunity identification and cultivating collaborative partnerships. Developed culturally relevant content strategies and delivered impactful publications. Deep knowledge of the global music industry and MENA entertainment sector. Recognized for talent identification and leveraging industry trends. Nurtured emerging talent, facilitating record deals and launching successful careers, resulting in over 100 million streams on major platforms within 4 years.

ACHIEVEMENTS & AWARDS

- Nominee for Etisalat Business Pitch 3 (Top 25) Etisalat (e&) | **2023**
 - Winner for Music Figure of the Year Sennheiser | **2022**
 - Winner for Arts Non-Profit of the Year Charlotte Magazine | **2017**
 - Spirit Award Winner University of Phoenix | **2015**
 - Teacher of the Year Commonwealth High School | **2014**
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EXPERIENCE

FOUNDING DIRECTOR

AudioSwim Portal | UAE & USA | **2020 – Present**

- Created and engineered a unique, first-of-its-kind, digital music ecosystem that allows fans and artists to distribute, buy, sell, and trade music on and off the blockchain releasing over 1100 songs globally.
- Spearheaded and orchestrated hundreds of music management projects, ensuring timely and budget-compliant delivery. Recognized with an industry award for exceptional contributions to the field.
- Exhibited mastery across the entire digital distribution process, yielding a 98% accuracy rate in content delivery and attaining a 95% customer satisfaction rating.
- Directed a global client and customer service team that achieved an outstanding 95% customer satisfaction rating by leveraging data-driven insights to optimize service delivery and enhance the overall customer experience.
- Executed a market share expansion strategy, emphasizing strategic up/cross-selling of plans and seamless integration of new talents and music, leading to a notable 15% revenue growth.

FOUNDING DIRECTOR

Emirates Music Summit | UAE | **2019 – Present**

- Demonstrated exceptional proficiency in orchestrating entertainment industry events in the United Arab Emirates driving a remarkable average of 20% increase in attendance year-over-year.
- Established a cross-functional collaboration between key decision-makers and stakeholders that drove artistic and cultural growth in global music resulting in the creation of a music summit, which attracted over 8,000 attendees.
- Applied data analytics to pinpoint region-specific music preferences, facilitating the identification of new artists, trending artists, and legacy artists for events.
- Originated networking/mentoring opportunities for the local music community, in which artists secured at least 2 record deals and 4 international collaborations.
- Engaged with artists, labels, and fans through focus groups and surveys, extracting invaluable insights that informed the development of a transformative government policy.

CO-FOUNDER & EXECUTIVE DIRECTOR

Hip Hop University | UAE & USA | **2014 - Present**

- Entrepreneurially identified and addressed the unmet needs at the intersection of education and the music industry, establishing an impactful organization focused on fostering life skills and continuing education for over 1000 community members.
- Coordinated strategic media and community engagements, generating press coverage across 10+ media outlets, boosting awareness and enrollment.

- Fostered a collaborative and inclusive team culture by promoting diversity and cultural sensitivity, leading to improved engagement and productivity.
 - Managed budget and volunteer activities along with planning and coordination of 500+ attendee events & workshops, allowing organization to provide services to a wider range of youth.
 - Created the “Hip Hop University Magazine” which was a free online magazine aimed at communicating directly with at-risk youth, read by over 60,000 people internationally.
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ADDITIONAL EXPERIENCE

MIDDLE SCHOOL MATHEMATICS TEACHER/STREAM EDUCATION COORDINATOR Ministry of Education | Abu Dhabi, UAE | **2016 – 2023**

MIDDLE SCHOOL MATH TEACHER/DROPOUT PREVENTION/GRADE CHAIR Charlotte-Mecklenburg Schools | Charlotte, NC | **2012 – 2016**

EDUCATION

MASTER OF EDUCATION IN SECONDARY EDUCATION Chestnut Hill College | Philadelphia, PA | **Graduated 2011**

BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT University of Phoenix | Philadelphia, PA | **Graduated 2009**

CERTIFICATIONS / SPECIALIZATIONS

BERKLEE COLLEGE OF MUSIC (SPECIALIZATIONS): Music Business | The Business of Music Production | Music Education for Teachers

GOOGLE (SPECIALIZATIONS): Business Intelligence | Data Analytics | Project Management | Digital Marketing and E-Commerce

IBM (SPECIALIZATIONS): Digital Strategy | Applied AI | Key Technologies for Business

UNIVERSITY OF COLORADO BOULDER (SPECIALIZATIONS): Fandom & Pop Culture | Digital Advertising Strategy | Public Relations and the Media

MICROSOFT (SPECIALIZATION): 365 Fundamentals

PROFESSIONAL SKILLS

- Data Analytics
- Event Management
- Leadership Development
- Music Industry
- Music Programming
- Project Management
- Public Speaking
- Sound Design
- Talent Booking