

# ALBERT CARTER

Music Entrepreneur & Executive – M.Ed.

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## PROFESSIONAL PROFILE & SKILLS

Accomplished, creative, and innovative Music Industry Entrepreneur with considerable experience in digital music distribution, music marketing, and promotion, start-ups, events, and content curation. Highly organized music specialist with a history of capitalizing on key opportunities and collaborating with labels, artists, and managers in various music markets. Familiar with content strategies, editorial work, and publication authoring as well as keeping content culturally relevant. Knowledgeable of the global music industry and entertainment sectors. Experienced in identifying up-and-coming talent as well as popular music trends to capitalize on key opportunities to position and build a comprehensive brand.

- Artists Management
- Blockchain Mechanics
- Brand Management
- Business Formation
- Business Strategy
- Contracts (Smart Contract)
- Critical Thinking
- Customer Outreach
- Design Thinking
- Digital Operations
- E-Commerce
- Intellectual Property Law
- Journalism
- Market Analysis
- Market Optimization
- Multimedia
- Networking
- Product Liability
- Product Life Cycles
- Product Management
- Professional Writing
- Project Management
- Public Relations
- Research and Development
- Social Entrepreneurship
- Social Media Marketing
- Strategic Planning
- Teambuilding
- Trend Analysis
- Value Proposition

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## MUSIC INDUSTRY EXPERIENCE

### FOUNDER

AudioSwim | Global | **2020 – Present**

- Designed and developed a unique, first of its kind, digital music ecosystem that allows fans and artists to buy, sell and trade music on and off the blockchain.
- Planned and coordinated all operations while simultaneously managing multiple complex, multi-level music management projects.
- Demonstrated mastery of all steps in the digital distribution process such as contractor/vendor management, fulfillment operations, content inspection through Content Management Systems, and final delivery to digital service partners.
- Spearheaded the team responsible for global client and customer service, ensuring consistently positive user experiences.
- Implemented a creative market share expansion strategy that prioritized up/cross-selling of plans as well as integration of new talents and music to increase revenue.
- Deployed Lean methodologies, prioritizing continuous improvements to facilitate consistent project success in all business avenues.
- Expertly managed international and local sales and marketing processes while defining and ensuring compliance with budget limits.
- Ensured that sales targets were closely tracked, and strategies were implemented to successfully exceed them on a regular basis.
- Championed close management of accuracy and completeness regarding data reporting, analytics, KPI targets, market research, and maintaining a continuous stream of collaborations between content and business partners.
- Partnered with necessary designers, programmers, and marketers to ensure the NFTs and distributed music met quality standards.

### FOUNDER

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

- Excelled at coordinating entertainment industry events in Dubai to meet the needs of the UAE entertainment and music market.
- Established a cross-functional collaboration between key decision-makers that drove artistic and cultural growth in mid-eastern music while strengthening the fabric of the EMS community and the overall music ecosystem in the UAE.
- Identified artists whose music was relevant to, new to, or popular in the region as well as additional artists to create quality products, originate networking/mentoring opportunities for the local music community, and to gain key info on how to best benefit the sector.
- Gathered key information from artists to address conflicts and competition issues so as to find ways to utilize this competition to build strong relationships that would solidify the music and entertainment of the MENA region.

## CO-FOUNDER & EXECUTIVE DIRECTOR

Hip Hop University | Global | **2014 - Present**

- Identified a gap in support and service in the music industry that later solidified by establishing this organization to focus on building life skills and continuing education opportunities for at-risk youth.
- Thrived as the company's media and community spokesperson, working with outlets to spread the word about HHU's benefits.
- Proactively organized community meetings, delivering speeches on various intervention methods to reach out to/support these youth.
- Carefully developed an intervention, support, and growth curriculum that would later be utilized in SE US education institutions.
- Conducted hiring and training of new employees, building a dynamic and culturally diverse team of community services specialists.
- Oversaw budget and volunteer management activities as well as planning and coordination of 500+ attendee events & workshops.
- Gained considerable experience collaborating with non-profits, schools, and government agencies to further altruistic goals.
- Leveraged an extensive knowledge of the arts and music to communicate directly with doctoral-level students when educating them on the best strategies for incorporating life skills into education.
- Developed the "Hip Hop University Magazine" which was a free online zine aimed at communicating directly with at-risk youth.

## Freelance Talent Development Scout / Consulting

Self-Employed | UAE & USA | **2004 - Present**

## MENA Region Manager

Skales | **2021 - Present**

## Manager / Consulting

DJ Kaboo | **2022 - Present**

## Manager / Consulting

Eugy | **2022 - Present**

## Personal & Business Manager

MKO | **2019 - Present**

## Event Organization for Tour

Malik Yusef | **2015 - 2015**

## Manager / Consulting

Deniro Farrar | **2014 - 2016**

## Organization of Community Appearances

DaBaby | **2015 - 2016**

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## ADDITIONAL EXPERIENCE

### ENGLISH & MATHEMATICS TEACHER / STREAM EDUCATION COORDINATOR

Ministry of Education | Abu Dhabi, UAE | **2016 - Present**

### DROPOUT PREVENTION SPECIALIST / GRADE LEVEL CHAIR

Charlotte-Mecklenburg Schools | Charlotte, NC | **2012 - 2016**

### SPECIAL EDUCATION TEACHER

School District of Philadelphia | Philadelphia, PA | **2010 - 2011**

### BOARD MEMBER

Mayor's Mentoring Alliance | Charlotte, NC | **2014 - 2015**

### LEAD MENTOR

Emerging Leaders Mentoring Program | Charlotte, NC | **2012 - 2014**

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## EDUCATION

### MASTER OF EDUCATION IN SECONDARY EDUCATION

Chestnut Hill College | Philadelphia, PA | **Graduated 2011**

Certification in Special Education and Mathematics

GPA: 3.67 (Top 15%)

### BACHELOR OF SCIENCE IN BUSINESS MANAGEMENT

University of Phoenix | GPA: 3.26 | **Graduated 2009**

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## CERTIFICATIONS / SPECIALIZATIONS

**ASSOCIATION OF INTERNATIONAL CERTIFIED PROFESSIONAL ACCOUNTANTS:** Blockchain Specialization

**BERKLEE COLLEGE OF MUSIC:** Music Business Specialization

**DUKE UNIVERSITY:** Decentralized Finance (DeFi): The Future of Finance Specialization | FinTech Law and Policy

**GOOGLE:** Digital Marketing and E-Commerce Professional Certification | Foundations of Project Management Certification

**LINKEDIN LEARNING:** Music Licensing | Music Law: Managing a Brand's Business | Metaverse and NFTs for Marketing

**MICHIGAN STATE UNIVERSITY:** Become A Journalist: Report the News Specialization

**PARSONS SCHOOL OF DESIGN - THE NEW SCHOOL:** Transforming the Fashion Business Specialization

**SPOTIFY:** Digital Audio Foundations Certification

THE STATE UNIVERSITY OF NEW YORK: Basic Information Literacy Certification

UNIVERSITY OF CALIFORNIA, IRVINE: E-Marketing Specialization

UNIVERSITY OF COLORADO BOULDER: Public Relations and the Media | Fandom and Popular Culture in the Digital Age Specialization

UNIVERSITY OF MARYLAND, COLLEGE PARK: Legal Aspects of Entrepreneurship Specialization

UNIVERSITY OF PENNSYLVANIA: Intellectual Property Law Specialization | Social Impact Strategy | Viral Marketing

UNIVERSITY OF VIRGINIA: Digital Product Management Specialization

YALE: Financial Markets Certification (with Honors)

YOUTUBE: YouTube Music Certification | YouTube Music Rights Management Certification

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## A W A R D S

- Nominee for The Black Excellence Entrepreneur of the Year Award Out and About Style Magazine | **2021**
  - Charlotte Magazine's Best of the Best Arts Non-Profit of the Year Charlotte Magazine | **2017**
  - Nominee for Non-Profit of the Year Award Charlotte Mayors Mentor Alliance | **2016**
  - Nominee for Mentor of the Year Award Charlotte Mayors Mentor Alliance | **2016**
  - Spirit Award Winner University of Phoenix | **2015**
  - Black Apple Award Profound Gentleman | **2015**
  - Teacher of the Year Commonwealth High School | **2014**
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## P O D C A S T E X P E R I E N C E

AUDIOSWIM PODCAST: Producer / Host

AudioSwim | Dubai, UAE | **2022 - Present**

STR8 UP PODCAST: Producer / Host

Emirates Music Summit | Dubai, UAE | **2020 - 2022**

EMIRATES MUSIC SUMMIT PODCAST: Producer / Host

Emirates Music Summit | Dubai, UAE | **2020 - Present**

LIVE IN DUBAI: Producer / Host

VVIP | Dubai, UAE | **2019 - 2020**

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## A R T I C L E S / P U B L I C A T I O N S / C O V E R A G E

- Featured in Gulf News Your Money: "UAE Math Teacher went from rapping to running digital distribution business" | **04/01/2022**
- Featured in The National Money & Me: "I Was 11 When I started my first job" | **04/15/2022**
- Featured on iamCru The UAE Music Power List Revealed | **12/31/2021**
- Featured in Al Roeya <https://www.alroeya.com/117-83/2223520> | **06/08/2021**
- Featured on Dubai Eye Lunch With Lloyd - Dubai's Dr. Dolittle | **05/10/2021**
- Featured in Arab News AudioSwim on Song to Help Achieve Fair Play for UAE Artists | **05/06/2021**
- Featured in The National Emirates Music Summit to Discuss Revival of local entertainment industry | **11/03/2021**
- Featured in The National Emirates Music Summit Addresses Economic Challenges Local Artists Face | **03/15/2020**
- Featured on Dubai One TV <https://www.youtube.com/watch?v=fl-WXGq0nYI> | **03/09/2020**
- Featured in The National Emirates Music Summit to address ways to develop artists and the UAE Scene | **02/25/2020**
- Featured on Fox Charlotte's Hip Hop University Teaches More Than Music | **11/19/2015**
- Featured on WSOC-TV Family Focus: Course Fuses Hip Hop with Traditional Curriculum | **07/25/2014**

Served as contributing writer on the following articles, publications, and pieces | <https://iamcru.com/author/albert/> |

<https://victormagazine.net/nfts-in-music/> | <https://medium.com/@albertbertcarter/> | <https://muslimamerican.com/muslim-magnetism-hip-hop/>

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## V O L U N T E E R

- Citizens Diplomat International of Philadelphia International Project Manager | **09/01/2020**
- Al Jalila Children's Specialty Hospital Community Volunteer | **10/19/2019**