

# Keegan Dalal

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## Education

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### Brock University

*Master of Arts, Sport Management*

Sept. 2020 - Present

- **GPA:** 3.93 / 4.00.
- **Courses:** Critical Analysis of Sport Management Research; Qualitative Approaches, Theories & Methods; Quantitative Research Analysis; and a Directed Study.
- **Supervisor:** Dr. Michael L. Naraine. **Committee Members:** Dr. Craig G. Hyatt and Dr. Nicholas Burton.
- Teaching Assistant within the Faculty of Sport Management and Education. Includes seminar facilitation (synch. & asynch.), meeting with students virtually, and working one-one-one to help empower international students.

*Bachelor of Sport Management (Honours)*

Sept. 2016 - April 2020

- **GPA:** 3.72 / 4.00. Graduated with First Class standing
- **Sales and Marketing Executive**, Brock Sport Management (SPMA) Council; **Case Competition Champion**, Toronto Blue Jays; **Lead Actor** in study skills instructional video, A-Z Learning Services.
- Studied abroad at the University of Birmingham Business School, United Kingdom, in Fall 2019.

## Work Experience

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### A-Z Learning Services

*Administrative and Workshop Peer*

Jan. 2018 - April 2020

- Developed, revised, and taught study skill workshops aimed to improve students' academic experience.
- Led a writing skills drop-in and formed a sport management-specific drop-in alongside SPMA Council.
- Entrusted to develop and organize "Coffee with your Prof" events, helping reduce the power-dynamic between students and professors.

### TD Canada Trust

*Customer Service Specialist*

May 2019 - Aug. 2019

- Used analysis and communication skills to advise TD customers on how to improve their financial standing.
- Surpassed the sales goals and customer-experience metrics at each month-end.

### Ways Mental Health

*Youth Empowerment Team Lead*

June 2018 - Aug. 2018

- Constructed a two-month summer event schedule designed to empower at-risk teenage dependents. Worked alongside local businesses and other regional mental health organizations to make programming affordable.
- Developed a flexible and adaptable skillset through an ever-changing work environment.

### Student Works

*Marketing Manager*

April 2017 - Sept. 2017

- Hired, trained, and supervised salespersons - which included creating and posting job listings, a phone interview, an in-person orientation session, and finally, experiential learning in the form of door-to-door sales.

### Hockey Night in Canada's PlayOn!

*Operational Staff*

April 2017 - July 2017

- Assembled the infrastructure (i.e., make-shift rinks, tents, audio equipment) for the world's largest road hockey tournament organization - some venues hosted >500 teams.

## Volunteer Experience

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### Faculty of Sport Management at Brock University

*Peer Mentor*

Sept. 2021 - Present

- Guiding and sharing my expertise and experiences with an incoming sport management graduate student. We meet weekly to discuss strategies for managing the transition to graduate studies and how they best position themselves for future opportunities.

### The Human Journals

*Co-Creator*

Aug. 2019 - Jan. 2020

- Developed content showcasing the realities, struggles, breakthroughs, and triumphs that humans experience through individual vignettes shared on Instagram @thehumanjournals.
- Incorporated the 'Big Talk' - an approach intended to facilitate more meaningful human connections - into my daily life and personal interactions.

### Carling Heights Optimist

*League Convenor*

Feb. 2017 - June 2018

- Created a membership database along with evaluation measures to track the programs' growth.
- Increased the registration by 30% in the following season via a targeted marketing campaign with nearby elementary schools.

### Niagara Ice Dogs

*Game Day Operations*

Nov. 2018 - March 2019

- Assisted operation manager with necessary game-day tasks - i.e., placing promotions on seats, rolling the carpet out on the ice, selecting participants for promotions.

## Skills & Interests

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- **Skills:** Communalytic, Excel, NVivo, PowerPoint Google Cloud Platform (basic), Python (basic)
- **Interests:** The outdoors, Chelsea FC, music, running, chess, stand-up comedy, Seinfeld, identity & fandom research, coffee.

## Publications

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Dalal, K., Declercq, L., & Naraine, M. L. (2022). The case method for use in modern sport management education. In M. Rayner & T. Webb (Eds.), *Sport management education: Global perspectives and implications for practice* (pp. x-x). Routledge. DOI: 10.4324/9781003140079-3

Dalal, K., Declercq, L., Piché, M. C., Hyatt, C. G., & Naraine, M. L. (2021). One Nation, Two Teams: Repositioning the Toronto Blue Jays Among the Threat of a New Entrant. *Case Studies in Sport Management*, 10(1), 46-49. <https://doi.org/10.1123/cssm.2020-0022>

Declercq, L., Dalal, K., Piché, M., Burton, N., & Naraine, M. (2021). Hey Alexa, Launch Twitch: Using Sport Sponsorship to Drive Business Development. *Case Studies in Sport Management*, 10(1), 50-53. <https://doi.org/10.1123/cssm.2020-0025>